JOBS RESIGNS: What's Next for Apple?

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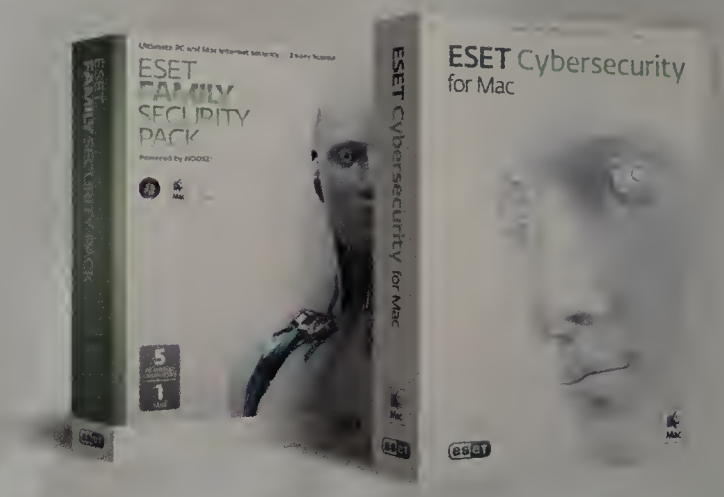
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Illustration by Joe Zeff Design

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As remarkable as the iMac, iPod, iPhone, iPad, and other Apple products are, none of these will be Steve Jobs's most significant creation.





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Slideshow: Apple's Greatest Hits Under Jobs

We take a look back at some of the more memorable things produced by Apple during Steve Jobs's tenure (macworld.com/7465).

We also recommend:

Podcast: Lion Tips (macworld.com/7466).

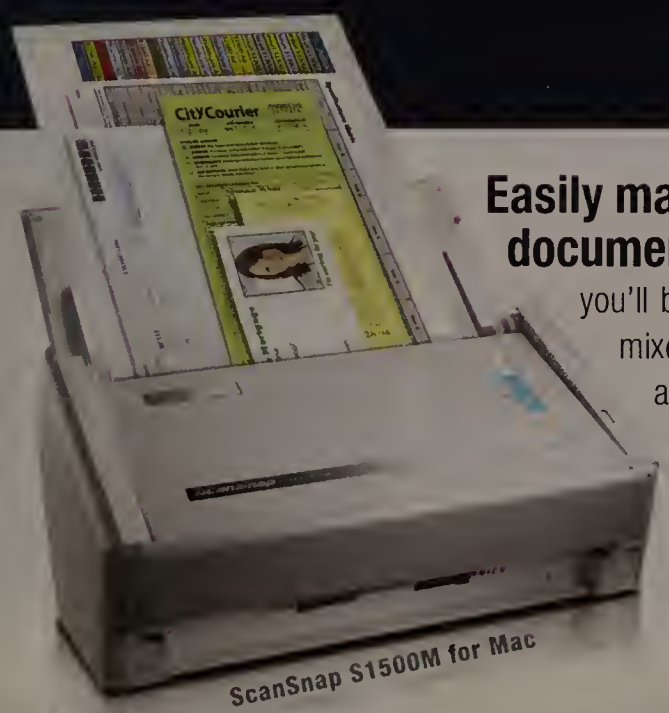
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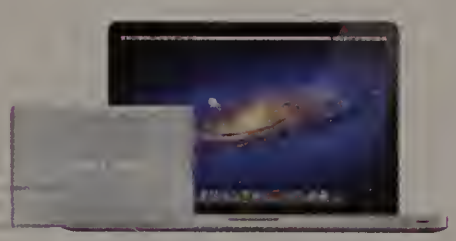


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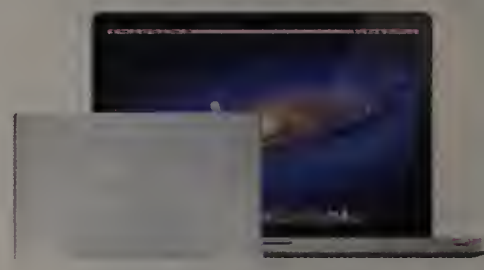
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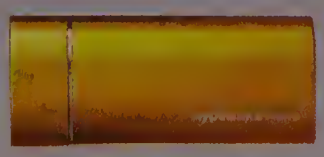


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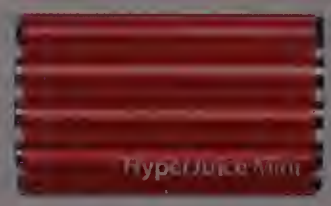
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 By Jason Snell

Why Apple Isn't Doomed

Steve Jobs's resignation doesn't mean the end of the company or the way it does business

The greatest fallacy in the story of Steve Jobs stepping down as Apple CEO, which you'll find in numerous media reports, is this: In 1985 after Steve Jobs left Apple, the company went on a downhill slide that led it to the brink of bankruptcy. Therefore, the Apple of 2011 is at risk of doing the same.

The factual statements are true, so far as they go. Steve Jobs did leave Apple in the mid-1980s, and a succession of Apple CEOs named Sculley and Spindler and Amelio did manage to nearly run Apple into the ground over the next 12 years. But the flaw in the History Repeats Itself story line is that the Apple of today is nothing like the Apple of 1985.

When I say that Gil Amelio (along with those others) helped run Apple into the ground, I have to admit that he also made the decision that saved Apple's life: He bought Next. With that acquisition, Amelio didn't just get the foundation of Mac OS X (and eventually iOS)—he also got Steve Jobs.

The Second Time Around

By 1997, Jobs was running Apple with absolute power, the kind of power he had never had during his first go-round at Apple. Sure, Jobs was a cofounder, and his work with the original Macintosh team is the stuff of legend. But the Apple of 1985 wasn't Steve Jobs's company.

When he took the interim CEO job more than a decade later, Jobs didn't make that mistake again. Older and wiser, and with the complete support of Apple's board of directors, Jobs remade the company to his specifications. The iMac was a first quick sign of the turnaround. The original iPod and the decision to open retail stores began the real momentum. The release of the iPhone and the iPad marked Apple's ascendance to what it is today: The most important technology company in the world.

PHOTOGRAPH BY PETER BELANGER



This is where Jobs leaves Apple: on top, with the momentum to go higher.

Today's Apple is hugely profitable, with tens of billions of dollars in cash, a 90 percent share of the tablet market, a smartphone business that's growing all over the world, and the only truly profitable personal-computer franchise left. This is where Steve Jobs leaves Apple as CEO: on top, with the momentum to go higher.

In the past 14 years, Jobs has built the company in his own image. The executives are people he's worked with closely and who understand his product philosophy. The creation of Apple University is an attempt to codify what you could call the Apple Way—the Jobs-driven product and business philosophy that has shaped the company.

Can anyone at this modern, Jobs-constructed Apple take Steve's place? Of course not. He is irreplaceable, at least by a single person. Steve Jobs will probably go down in history as a titan of American business because he's a rare talent. People like him don't show up that often.

Tim Cook, Apple's new CEO, is not going to be Steve Jobs. He will continue to apply the business acumen he's always applied. Other members of Apple's executive team will, likewise, fill in pieces of the puzzle. Steve Jobs essentially wrote the rule book for how Apple runs, but it's not like Apple employees just sit around waiting for him to tell them what to do.

No Guarantees

Is there a danger that Apple after Jobs will slip? First off, there's no guarantee Apple would continue on the roll that it's been on, even with Jobs at the helm: It's rare to see a company succeed so spectacularly for so long, and all good runs come to an end. And, of course, there are plenty of examples of companies that have lost their way after the departure of a charismatic, creative executive—Disney comes to mind.

Nothing is certain in life. (Just ask Steve Jobs, who has watched Apple's incredible success for years while dealing with his own brutal health issues.) But Apple isn't doomed to repeat its first post-Jobs fall. Today's Apple is vastly more successful than the Apple of the 1980s ever was. It has a team and a corporate culture that are the envy of the business world. And it's had years to adjust to the idea that its CEO wouldn't stay in charge forever.

No company is guaranteed survival. The technology industry is ruthless and the pace of change keeps accelerating. But if there's a company that's in a position to survive and thrive even without Steve Jobs as the CEO, it's Apple. Now it'll be up to Tim Cook and his team to make sure the company sticks to the playbook. After all, the new chairman of the board will be watching.

Jason Snell is the editorial director for *Macworld*. You can contact him at jason_snell@macworld.com or follow him on Twitter at twitter.com/jsnell.

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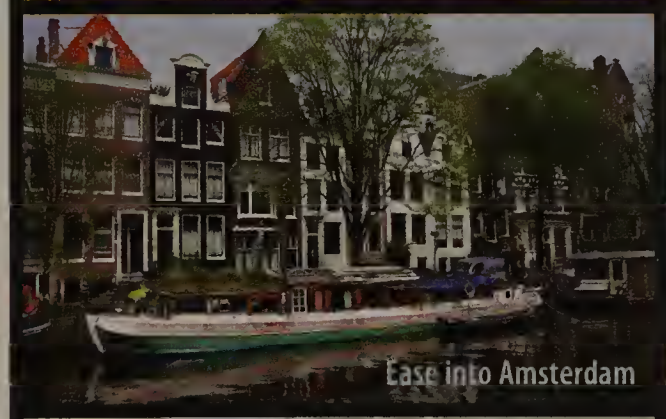


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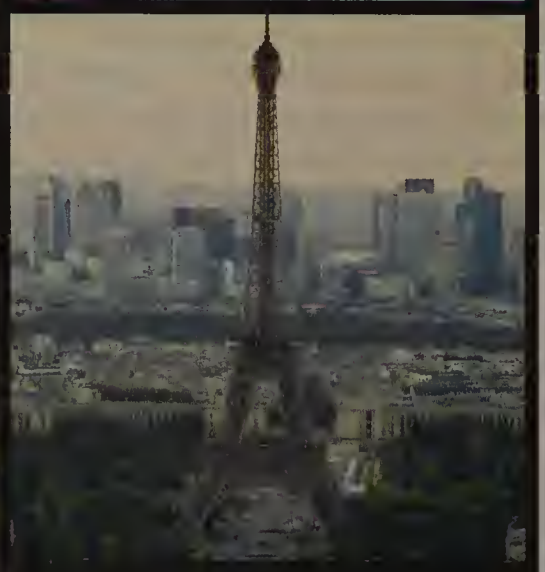


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Kingston TECHNOLOGY

Lion Letdowns and Resignation Reactions

In this month's *Feedback,* Lion still isn't quite purring for some people, whether the issue is application incompatibilities or inefficient utilities. Elsewhere, readers express their thoughts about Steve Jobs's decision to resign as CEO and Tim Cook's new promotion.

CROUCHING TIGER, GROWLING LION

I continued to use Tiger on my old iMac in anticipation of getting a new Mac and Lion, only to discover that, were I to do so, virtually all my third-party applications would become useless. I'd either have to upgrade all my incompatible applications or find new ones that do what I'm already doing effortlessly in my current system. I have to wonder: What's this change-over going to cost me in terms of money and productivity? I think I'm staying where I am until there's no other choice.

Neil K, via email



After decades of owning Macs, I am really discouraged to say that Lion is the first new Mac OS that I have no interest in acquiring. I can understand the business desire to make desktop and laptop machines more familiar to those with iOS devices, but at some point dumbing down highly capable productivity machines is just plain silly. Until Snow Leopard stops supporting a critical app or peripheral of mine, I won't be upgrading to 10.7. It's not about the price; it's about switching to a system that will degrade my efficiency, not improve it.

Hank Caruso, via email

LION LETDOWNS

Okay, I admit to being a senior, and not the brightest bulb, but Mission Control ["OS X Lion," September 2011, page 30] seems utterly, totally incomprehensible. I never really got the point of Spaces, and now this mess. Looks to me as though Mission Control is a solution in search of a problem.

Art Ross, via email

I like a lot of things about Lion, but why the gray sidebar icons in the Finder? Can we do something about this?

Bob Marketos, via email

@dcrane2: Removal of "Save As ..." in TextEdit, Preview and other Apple apps.

@jehpi: Lack of Launchpad Management. I'd like to remove apps that I don't need. Like Acrobat uninstallers, or MS Office's extras.

FEATURE NOT INCLUDED

I've kept an eye on your OS X Lion coverage since the operating system's release, and in the many articles you've published I've not seen a single mention of the fact that iSync has disappeared from the OS. I use iSync with my Nokia phone, so its absence is a deal-breaker for upgrading; I only found this out when it was mentioned on a Nokia-related website. I'm disappointed that this crucial (for me, and I'm sure for others) program was absent both from the OS, and from *Macworld*'s coverage.

Tom Hawkins, via email

In regards to *Macworld*'s article "Four Lion Terminal Hacks" [macworld.com/a/161330] Apple should have made all of these selectable. Most of us want an operating system with which we don't have to muck around. I don't want to have to insert Terminal tricks to have my operating system perform the way I need; it should just be a simple checkbox to configure each function. Apple used to advertise that its computer was for people who didn't want to work *on* their computers, but who wanted to get their work *done* using its computers. I guess Apple changed its mind.

Mike Brilliant, via email

Rather than dwell on what Lion isn't, let's consider what it should have included: Instant boot, as there's no excuse for the OS to require several minutes to boot and settle down so that you can begin to use the computer; Spotlight should stand down when the computer is being used for primary tasks—my computers sit idle at least 12 hours per day, that's when Spotlight can begin indexing; QuickTime should have added Windows Media, Flash Video, and AVI formats as standard codecs; and iCal and Address Book should have gotten real upgrades—don't give me faux leather on the screen, give me a solution that saves me ten hours a week of mindless clerical work.

Ken Alan, via email

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THANKS, STEVE

I would really like to tell Steve Jobs what a difference he has made to the world of learning. Thank you.

Carol Robitschek, via the Macworld.com forums

Thank you, Steve Jobs, for sharing your enthusiasm and talents with us. I'm a relatively new Apple user, and will miss your presentations, but I trust that the company is not one man, but a team. Glad you are able to stay on as chairman: You still have hard work to do.

rodinka47, via the Macworld.com forums

It sounds like this makes Steve Jobs's medical leave in January a permanent situation: Tim Cook will continue to handle the day-to-day running of the company while Steve provides oversight and direction. Steve has been an incredible leader for this company, and I wish the best for him, his health, his family, and his new job as chairman.

Richard Connamacher, via the Macworld.com forums

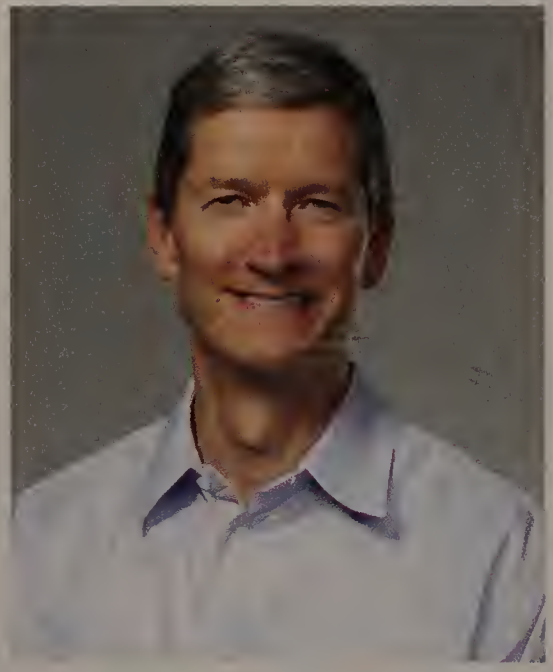


Tom Shreve: I think he has worked very hard to put into place a structure for his succession. Only time will tell, but Apple should be strong into the future.

Irwin Liaw: Thank you Steve Jobs for your vision and contributions to the world. Incredible leader doesn't even come close to describing you!

Vanessa Johnson: Shocker, yes, but Steve is still chairman of the board. Apple will be just fine!

Mike Losh: We knew this day was coming. Very sad, but Apple will continue to make the world a better a place.



PHOTOGRAPHS COURTESY OF APPLE

APPLE'S NEW COOK

All the best to Steve in his new role as chairman. Apple is in good hands with Tim Cook. Every ending is a beginning.

Neil Anderson, via the Macworld.com forums

Tim Cook's humility would prevent him from pointing out that he is also quite responsible for Apple's success over the years. His ability to manage the company so well has already been proven.

leicaman, via the Macworld.com forums

While Tim Cook may not have Jobs's charisma, he's proven repeatedly that he can get the job done. There's no way I'll sell my Apple stock. Under Jobs and Cook, the creativity we've come to expect has grown, as has the basic corporate mentality throughout Apple. There's no reason to expect that it won't continue.

CraigL303, via the Macworld.com forums

Tim Cook has been the successor-in-waiting since Jobs's first leave in 2004. Does he have the same, well, "whatever" it is that Steve has? Probably not—but that's no knock. Being understudy to a man whose legacy will be remembered as amongst the greatest in industrial history is no insult. Jobs wouldn't have handed the reins to Tim Cook in 2004 had he not had complete confidence in the man's ability to handle the company, and that was seven years ago—pre-iPhone, pre-iPad. Of course it will be a change, but the creative teamwork behind the scenes will continue—with or without Steve. Jobs was the final arbiter of taste, but it's those no-name folks who have made this happen. They're still there, and Cook clearly knows how to keep them at it.

CapnVan, via the Macworld.com forums

It says something about Apple's succession plan when the CEO of the company can leave and the stock price drops less than $2.50 the next day. At the beginning of the year, when Steve announced another hiatus, I was worried about the stock I owned. But, since then, it has risen by about $70 per share. Most importantly, it didn't drop when he resigned. Yes, Steve is still chairman of the board, but investors care about who's in charge every day of the week. And from the looks of it, we all have confidence in Mr. Cook.

rmossman, via the Macworld.com forums

CORRECTIONS

In our October 2011 *Mac OS X Hints* column, we suggested that to update your malware definitions, you can force OS X to check for new ones by typing a **sudo** command in Terminal. We've since been advised that doing so can cause users to lose their login.keychain file; instead, users not getting automatic updates should deselect and then reselect the Automatically Update Safe Downloads List checkbox in the Security & Privacy system preference.

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Steve Jobs: The Man Who Saved Apple

A look at Jobs's accomplishments at the helm in Cupertino

BY MACWORLD STAFF



After 14 years as Apple's CEO, Steve Jobs resigned his post in August and was replaced by Tim Cook, who previously was the company's chief operating officer. Jobs, in turn, was elected as chairman of Apple's board of directors.

Jobs has established himself as an American icon of business and technology, and Apple has become one of the most successful companies in the world. Many Apple customers may not realize that Jobs's resignation marked the end of his *second* run at Apple. Here's a look at Jobs's career at the company

The Early Years

If Steve Jobs had never returned to Apple after 1985, he'd still be remembered for the Macintosh.

Jobs didn't create the Macintosh project—it was started by Jef Raskin in 1979—but he took it over in 1981 and brought it to fruition. Jobs didn't write the code or design the circuit boards, but he provided the vision that made it happen.

Apple's introduction of the Macintosh in 1984 brought the graphical user interface (GUI) to mainstream desktop computing. The Macintosh was an immediate success: More than 400,000 of them were sold in the first year.

Timeline: Steve Jobs and Apple

1976 Apple Computer founded

1977 Apple II goes on sale



1983 Apple debuts Lisa computer

1983 John Sculley becomes Apple president and CEO

1984 Macintosh unveiled with Super Bowl ad

1985 Jobs resigns from Apple, founds Next

1989 Next demonstrates NextStep OS

1996 Apple acquires Next; Jobs becomes Apple advisor

1997 Jobs becomes interim CEO and chairman of Apple Computer



1997 Apple ends clone licensing

1998 iMac unveiled

1999

2000 *Interim* dropped from Jobs's CEO title

Microsoft introduced its Windows program as a reaction to the Macintosh; by 1995, Windows had duplicated Apple's graphical interface. Essentially, every personal computer in existence now follows most of the paradigms introduced in the original Macintosh.

The Macintosh capped off a series of accomplishments for Jobs in the early days of Apple, the company he cofounded in 1976 with Steve Wozniak and Ronald Wayne. In 1977, Apple released its first mass-produced product, the Apple II, which was a wild success and carried Apple through the mid-1980s.



The Original iMac Released in 1998, the iMac helped Apple turn a profit for the first time in three years.

Jobs Leaves, Returns Years Later

At the end of 1980, Apple went public. Its IPO created hundreds of millionaires at the company. In exchange for $1 million of pre-IPO stock, Xerox gave Apple access to its PARC facilities, where Jobs and others saw the progress Xerox was making with the GUI. That visit led to the Apple Lisa—a forerunner of the Macintosh that sold for nearly $10,000 and was never a success—and then the Mac.

Jobs was also a driving force behind the famous *1984* television commercial that debuted during the Super Bowl in January 1984. The Mac went on sale two days later.

Eventually, the Mac's increasingly sluggish sales performance strained the relationship between Jobs and Apple CEO John Sculley. On May 31, 1985, Apple announced that Steve Jobs was leaving the company. Jobs left with a net worth of $150 million and started his next venture, Next.

Under several post-Jobs CEOs, Apple repeatedly tried and failed to release a successor to the aging Mac operating system. Taligent was billed as the future. Then Copland was hyped as the new direction for the OS, only to be abandoned and replaced with an incremental update to the original Mac OS.

In late 1996, Apple CEO Gil Amelio announced that the company would acquire Next for $400 million. That deal brought Steve Jobs back to Apple, initially as an advisor to Amelio. Next's operating system became the basis for Mac OS X.

In July 1997, Apple's board of directors voted to remove Amelio from his post, naming Jobs the company's interim CEO. That move kicked off an era of increasing success for Apple and Jobs. In August 1997, Apple declared the end of the licensing program that allowed other companies to sell Mac-compatible computers, and at the same time announced that Microsoft had invested $150 million in the company. Both controversial moves paid off.

The iMac and Mac OS X

A year later, Jobs unveiled the product that singularly kicked off Apple's rebound: the original iMac. The iMac had a unique look that startled the industry. Apple sold 800,000 iMacs in fewer than five months. The iMac cemented Apple's stance that its "insanely great" products needed to look the part.



MAC, IPOD, IPAD, AND IPHONE PHOTOGRAPHS COURTESY OF APPLE

Steve Jobs's Resignation Letter

Here is the text of a letter sent by Steve Jobs to Apple employees, announcing his resignation in August as Apple's CEO.

To the Apple Board of Directors and the Apple Community:

I have always said if there ever came a day when I could no longer meet my duties and expectations as Apple's CEO, I would be the first to let you know. Unfortunately, that day has come.

I hereby resign as CEO of Apple. I would like to serve, if the Board sees fit, as Chairman of the Board, director and Apple employee.

As far as my successor goes, I strongly recommend that we execute our succession plan and name Tim Cook as CEO of Apple.

I believe Apple's brightest and most innovative days are ahead of it. And I look forward to watching and contributing to its success in a new role.

I have made some of the best friends of my life at Apple, and I thank you all for the many years of being able to work alongside you.

Steve

In March 2001, Apple released the first iteration of Mac OS X. The operating system was based on NextStep, the Unix-based OS devised by Jobs's team at Next. OS X was a towering achievement for Jobs and Apple, and a welcome respite from the years of promised but unrealized OS upgrades from Cupertino.

Apple's retail strategy evolved as well. In 2001, the company opened up its first retail stores, at a time when other PC makers—most notably Gateway—were stumbling with brick-and-mortar outlets. A decade later, Apple now operates more than 300 stores around the globe.

"People don't just want to buy personal computers anymore," Jobs said in a 2001 video introducing the stores. "They want to know what they can do with them. And we're going to show people exactly that."

Beyond the Mac

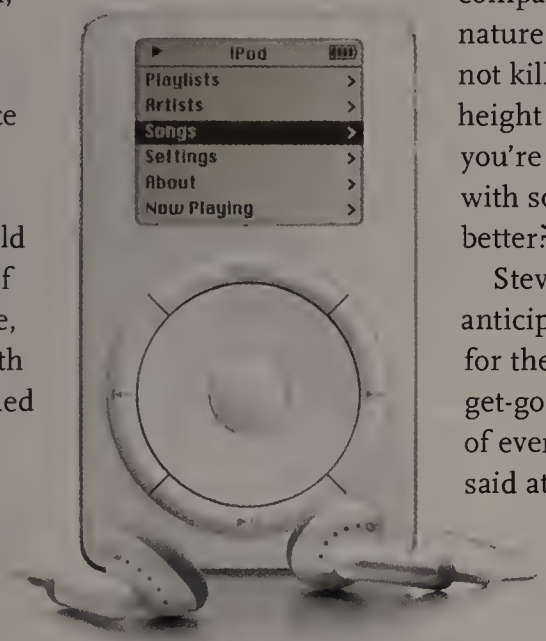
Of course, the innovations during Jobs's reign as CEO weren't confined to the Mac. Perhaps the greatest change Jobs initiated was moving Apple into the lucrative world of consumer electronics.

The shift began with the iPod. When Apple unveiled its music player in the fall of 2001, the market for MP3 players was in its early stages. The device's 5GB capacity gave it the storage space to, in Apple's words, "put 1000 songs in your



pocket." And though it wasn't the first hard-drive–based digital music player on the market, the iPod had something going for it that no other player could match: software integration. iTunes had debuted earlier in 2001, but it wasn't until the iPod came out that the pieces clicked into place and Apple's ecosystem took shape.

The company has sold hundreds of millions of iPods in the last decade, and though sales growth slowed and then declined in recent years, Apple continues to enjoy a 70 percent share of the MP3 player market. Part of the reason for the device's success? Apple's repeated willingness to reinvent the iPod line. Take the decision in 2005 to kill off the popular iPod mini and replace it with the smaller, flash-based iPod nano. That kind of thinking, utterly foreign to most companies, was second nature to Steve Jobs: Why not kill a product at the height of its popularity if you're going to replace it with something even better?



The iPod The device that turned Apple into something more than a computer company.

Steve Jobs seemed to anticipate the demand for the iPod from the get-go: "Music's a part of everyone's life," Jobs said at the 2001 launch event. "Music's been around forever. This is not a speculative market. And because it's a part of everyone's life, it's a very large target market all around the world."

Reinventing Mobile Devices

As with the iPod, Apple didn't create a new product category with 2007's iPhone introduction. Smartphones were around before Apple entered the market, with existing devices aimed largely at business customers who wanted to check their email when they were out and about. The company instead set its sights on the consumer market. Apple would appeal to the end user by imbuing its device with the same sensibilities it had brought to bear in creating the Mac: good design, ease of use, and a harmonious marriage between software and hardware.

"Every once in a while a revolutionary product comes along that changes everything," Jobs said at the 2007 Macworld Expo keynote when he introduced the first iPhone. "One is very fortunate if you get to work on just one

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of these in your career. Apple's been very fortunate. It's been able to introduce a few of these into the world."

That may sound like the kind of "reality distortion field" hype that Jobs became famous for—and to some extent, it is. But it also happens to be true. Consider how other smartphone makers responded—with devices that mirrored the iPhone's touchscreen controls, powerful Web browser, and array of third-party mobile apps. Where once every smartphone had to have a physical keyboard, many now rely on just a touchscreen; that's a direct result of the iPhone's influence.

Jobs closes out his tenure as Apple's CEO by leading the company into what's being billed as the "post-PC" era—a period in which mobile devices no longer need to sync up with computers. It was with that vision in mind that Apple rolled out the iPad, which brings PC-style computing into a handheld device. Launched less than two years ago, the iPad has already carved out a new market for tablet computing, with other companies once again trying to keep pace with Apple. The tablet joins the original Mac, the iPod, and the iPhone in the pantheon of revolutionary products Jobs helped develop during his Apple career.



The iPad Tablets existed for years before the iPad came to be, but Apple's device was the one that finally made tablet computing appealing for the general consumer.

From the early days of the Macintosh, no aspect of the design process has escaped Steve Jobs's attention.

The Legacy of Steve Jobs

It would be a mistake, though, to characterize Jobs's time at Apple simply by the products the company released. Those products came about because of principles Jobs held that he made sure were shared by others at Apple, especially as he refashioned the company following his 1997 return.

The products mentioned throughout this story might not have come to pass had it not been for Apple's constant need to innovate. That's an attitude driven by Jobs, during flush times, as well as when the tech business was flagging. It's worth noting that some of Apple's biggest product releases during Jobs's tenure—the iPod and the iPad, most notably—were developed during recessions, when consumers theoretically were less inclined to spend money on pricey electronics.

"The way we're going to survive is to innovate our way out of this," Jobs told *Time* in early 2002, a strategy the company returned to when the economy went south again in 2008. In both instances, Apple under Jobs upped its research-and-development spending, helping the company produce a strong product lineup that could weather tough times.

It goes without saying that under Jobs, Apple became synonymous with great design. From the early days of the Macintosh, when Jobs agitated for rectangles with rounded corners, no aspect of the design process escaped his attention.

But Jobs was about more than design just for the sake of looking good; the design decisions Apple makes place equal value on usability. The 2002 *Time* article recounts the creation of the first flat-panel iMac and how Jobs scrapped an early version of the desktop because its design failed to impress. *Time's* Josh Quittner recounted the subsequent meeting between Jobs and Apple executive Jonathan Ive:

> As they walked through the quarter-acre vegetable garden and apricot grove of Jobs' wife Laurene, Jobs sketched out the Platonic ideal for the new machine. "Each element has to be true to itself," Jobs told Ive. "Why have a flat display if you're going to glom all this stuff on its back? Why stand a computer on its side when it really wants to be horizontal and on the ground? Let each element be what it is, be true to itself." Instead of looking like the old iMac, the thing should look more like the flowers in the garden. Jobs said, "It should look like a sunflower."

That's an approach to creating products that sticks with other Apple employees, even after they leave the company. "You almost imagine that Steve is in your office," Flipboard founder and ex-Apple engineer Evan Doll told the *San Francisco Chronicle*. "You say to yourself, what would he say about this? When you're kicking around an idea for a product, or for a feature, you'll even say it in discussion—'Steve Jobs would love this!' or, more often, 'Steve Jobs would say this isn't good enough.' He's like the conscience sitting on your shoulder."

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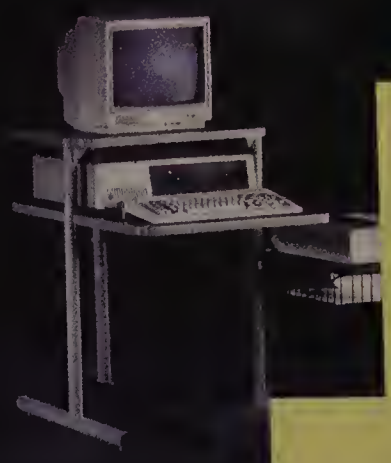
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Tim Cook: 'Apple Is Not Going to Change'

New CEO confident in company's future

BY MACWORLD STAFF

One day after Jobs's resignation in August as Apple's CEO, newly appointed CEO Tim Cook rallied the troops with an email to the company's employees, in which he described joining Apple as "the best decision I've ever made" and said he shared "Steve's optimism for Apple's bright future."

Unsurprisingly, Cook appears bent on steering the ship along the course plotted by Jobs:

> I want you to be confident that Apple is not going to change. I cherish and celebrate Apple's unique principles and values. Steve built a company and culture that is unlike any other in the world and we are going to stay true to that—it is in our DNA. We are going to continue to make the best products in the world that delight our customers and make our employees incredibly proud of what they do.

Cook left Compaq in 1998 to join Apple as its senior vice president of operations; he became COO in 2005. He's credited with reinventing Apple's approach to inventory supply chains—keeping in-demand products in stock, and managing the release of new ones.

Cook's public profile has continued to rise in recent years. Few top-level executives at Apple emerge from Jobs's shadow, but Cook has done so repeatedly. Cook joined Jobs on stage during the July 2010 press conference on iPhone 4 antenna issues. Cook kicked off the "Back to the Mac" event in 2010, and delivered the Verizon iPhone news in January. Add these to Cook's appearances on quarterly earnings calls, and you have an executive who's played an important part in Apple's public relations efforts.

According to an SEC filing, Cook's continued presence at the helm of Apple



over the next decade is worth a cool 1 million shares of Apple stock.

The onus will be on Cook to sustain Apple's growth. Cook inherits qualified staff, market-leading products, and a pipeline of future offerings that have Jobs's stamp of approval.

Cook will be assisted by Jonathan Ive, senior vice president of industrial design; Philip Schiller, senior vice president of worldwide product marketing; Scott Forstall, senior vice president of iOS software; Bob Mansfield, senior vice president of Mac hardware engineering; and Peter Oppenheimer, CFO.

Cook may not bring Jobs's panache and passion to the job, but Apple's management team and product pipeline will likely ensure that the company won't stumble, at least in the short term.

Macs: Current Lineup

PRODUCT	SPECS	RATING	PRICE	DISPLAY	SPEEDMARK 7 [A]	FIND CODE [B]
DESKTOP						
iMac	Intel Core i5/2.5GHz (quad-core)	★★★★	$1199	21.5 inches	211	7197
	Intel Core i5/2.7GHz (quad-core)	★★★★	$1499	21.5 inches	229	7198
	Intel Core i5/2.7GHz (quad-core)	★★★★	$1699	27 inches	225	7199
	Intel Core i5/3.1GHz (quad-core)	★★★★	$1999	27 inches	241	7200
Mac Mini	Intel Core i5/2.3GHz	★★★★	$599	not included	132	7429
	Intel Core i5/2.5GHz	★★★★	$799	not included	161	7430
Mac Pro	Intel Xeon/2.8GHz (quad-core)	★★★★	$2499	not included	219	6458
	Intel Xeon/2.4GHz (eight-core)	★★★★	$3499	not included	235	6459
	Intel Xeon/2.66GHz (12-core)	★★★★	$4999	not included	n/a [C]	6460
PORTABLE						
MacBook Air	Intel Core i5/1.6GHz, 64GB	★★★★★	$999	11 inches	146	7425
	Intel Core i5/1.6GHz, 128GB	★★★★★	$1199	11 inches	152	7426
	Intel Core i5/1.7GHz, 128GB	★★★★½	$1299	13 inches	166	7427
	Intel Core i5/1.7GHz, 256GB	★★★★½	$1599	13 inches	162	7428
MacBook Pro	Intel Core i5/2.3GHz (dual-core)	★★★★	$1199	13 inches	140	7002
	Intel Core i7/2.7GHz (dual-core)	★★★★	$1499	13 inches	151	7003
	Intel Core i7/2GHz (quad-core)	★★★★	$1799	15 inches	169	7004
	Intel Core i7/2.2GHz (quad-core)	★★★★½	$2199	15 inches	205	7005
	Intel Core i7/2.2GHz (quad-core)	★★★★½	$2499	17 inches	207	7006

n/a = not available. [A] Speedmark 7 is Macworld Lab's standard test tool for benchmarking systems running Mac OS X 10.7 (Lion). For more information on Speedmark testing, go to macworld.com/7487. [B] In a browser's address field, typing in a find code after *macworld.com/* takes you to a product's review or overview. [C] System has not yet been assigned a Speedmark score.

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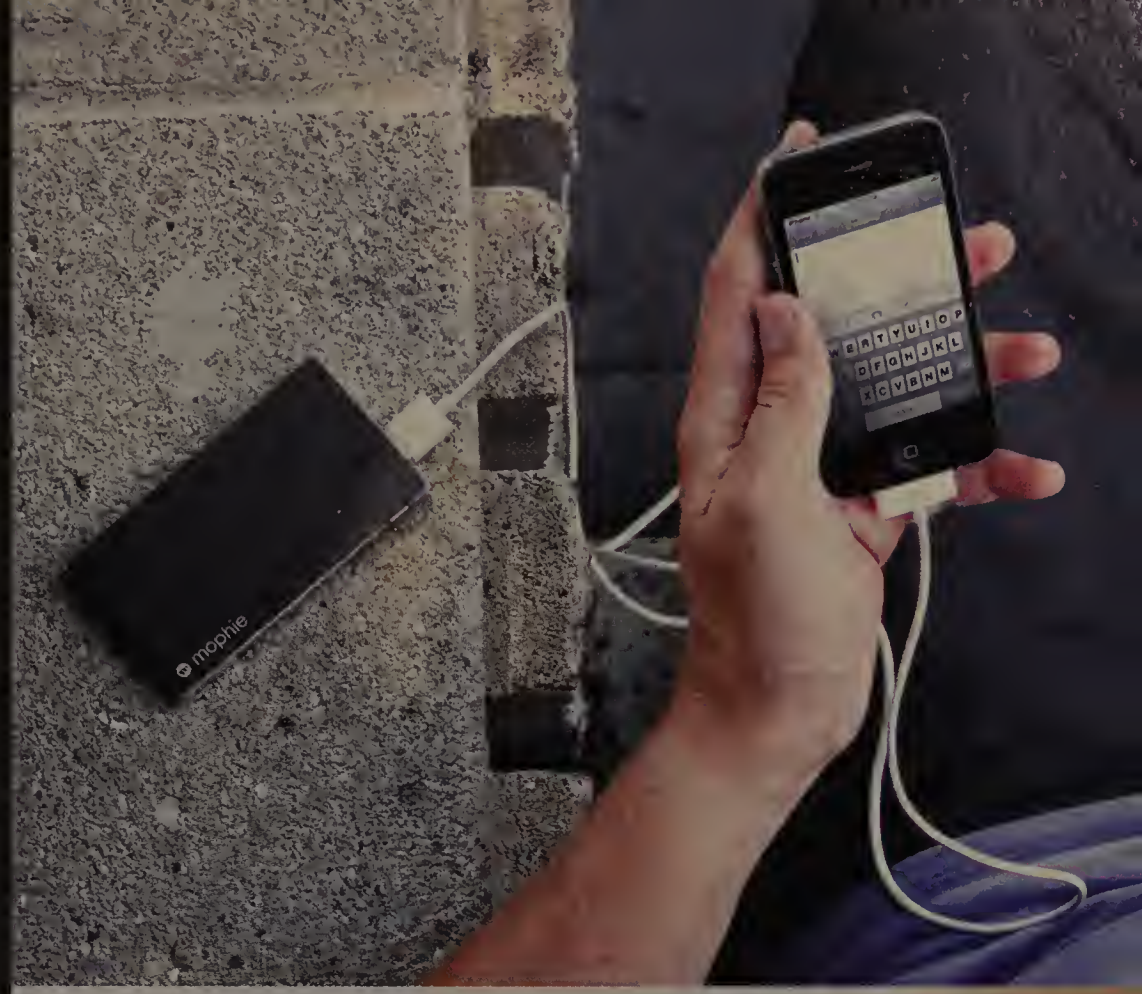
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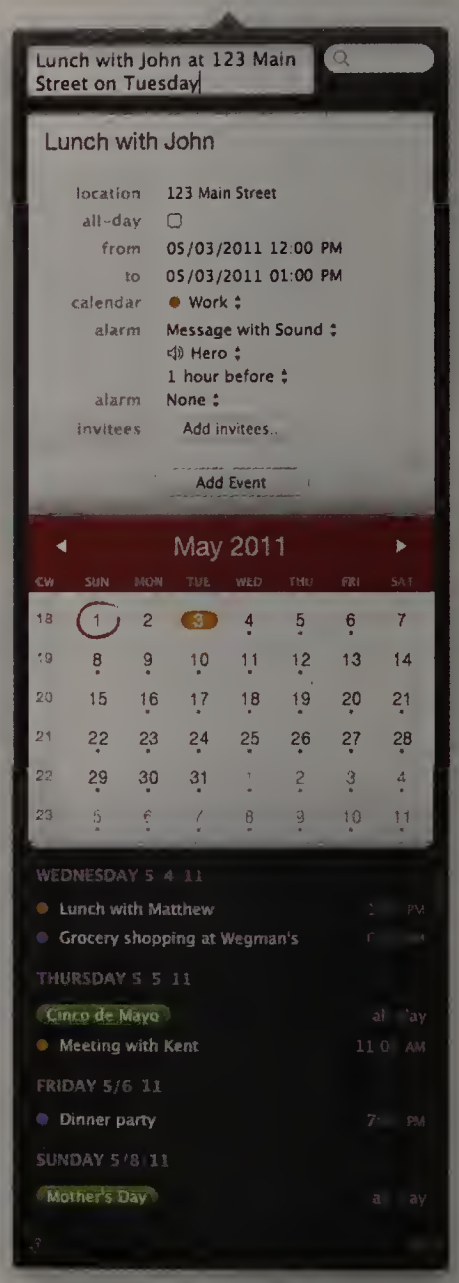




MAC GEMS

Discover Great, Low-Cost Mac Products **By Dan Frakes**

Fantastical 1.0.3



PRODUCTIVITY Be honest: How often do you really *need* the huge window and vast array of features in your calendar program or online-calendar service? If you're at all like me, most of the time you open the calendar just to see what events are coming up or to quickly create an appointment. Fantastical aims to replace your usual calendar program for these types of routine tasks. It works with any calendar you've set up in Apple's iCal, BusyMac's BusyCal, or Microsoft's Entourage or Outlook, as well as with MobileMe, Google Calendar, and Yahoo Calendar accounts. (Check out macworld.com/7476 for more on compatibility.)

Fantastical's menu-bar icon displays the current date. Click the icon, and a beautiful calendar drops down, showing the current month, with upcoming events listed below; you choose which calendars' events appear, as well as the number of events or days' worth of events. Click an event to view its details, or click a date to see its events. Fantastical's search field lets you quickly find events.

It's also easy to create new events from within Fantastical. You can double-click a date and then fill in the event's details, but Fantastical's standout feature is its natural-language event creation. You just type (in English) a conversational description of the event; Fantastical then parses your text to fill in the details accordingly. Press Return, and the new event is created, letting you get right back to work.

For example, if I type **`Macworld Staff Meeting Friday 10a Rm500 /work`**, Fantastical creates a new event, Macworld Staff Meeting, in my Work calendar with the upcoming Friday as the date, room 500 as the location, and 10 a.m. to 11 a.m. as the time. Include the name of an Address Book contact, and Fantastical can add that person to the event's invite list.

As of version 1.0.3, you can't delete or modify events from within Fantastical, but those capabilities should be available in an update by the time you read this.

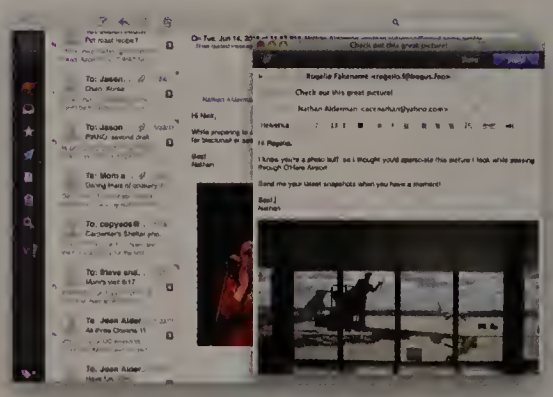
Fantastical doesn't include every feature you might want, but it handles most of the things you use your "big" calendar program to do—and does it in an attractive and easier-to-use package.

4½; $20; Flexibits, flexibits.com

Sparrow 1.3.1

EMAIL If you're looking for an alternative to Mac OS X's Mail email client—and especially if you're a Gmail fan—Sparrow is worth considering. This IMAP-only client offers the bulk of your favorite webmail service's features in an OS X–native program with an appealing interface.

Sparrow's sidebar displays an icon for each email account. Click an account, and you see icons for Inbox, Starred, Sent, Drafts, Trash, and Search for that account. A labels pop-up menu lets you quickly view all messages with a specific label, or you can



opt to show each label as its own "mailbox"; labeled messages are appropriately color-coded. When you select a message within a mailbox or folder, a preview pane slides neatly out to the right, displaying threaded conversations and an easily summoned quick-reply field. You compose messages in a similarly no-frills window.

On a trackpad-equipped Mac, Sparrow supports Multi-Touch gestures, including three-finger swipes to reveal or hide the message pane. For Gmail devotees, Sparrow is an appealing desktop email client.—**NATHAN ALDERMAN**

4; $10; Dominique Leca and Hoa Dinh Viet, sparrowmailapp.com

TapeDeck 1.4

AUDIO TapeDeck streamlines the process of making and organizing audio recordings, with a user interface that will bring a smile to those of us who used an actual cassette deck back in the day.

Launch TapeDeck, and you see a window that looks like an old portable cassette recorder. Click Record, and a new "tape" (a recording) is created and "loaded" into the deck, and the app starts recording. Click Stop when you're done.

TapeDeck can record from your Mac's built-in microphone or from any Mac-compatible microphone or audio device connected via USB, Bluetooth, or your Mac's audio inputs; you can monitor recordings in real time. Using retro-looking indicators and controls, you can track the recording time and levels, choose between stereo or mono recordings, set the recording quality, and scrub playback.

Recordings show up in TapeDeck's slide-out, scrolling Tape Box, which looks like an old cassette rack, allowing you to see the label for every tape. (TapeDeck also lets you add to the Tape Box .m4a files recorded in other applications.) Tape labels include detailed information about each recording, as well as any notes you add; and you can search and filter the list of tapes to find a particular recording.



Click a tape to load and listen to it; you can even skim through recordings. To prevent accidental overwrites, TapeDeck creates a new tape each time you start recording—a nice safety feature, though I wish you could opt to continue an existing recording. TapeDeck also makes it easy to export recordings and to edit them in other applications.

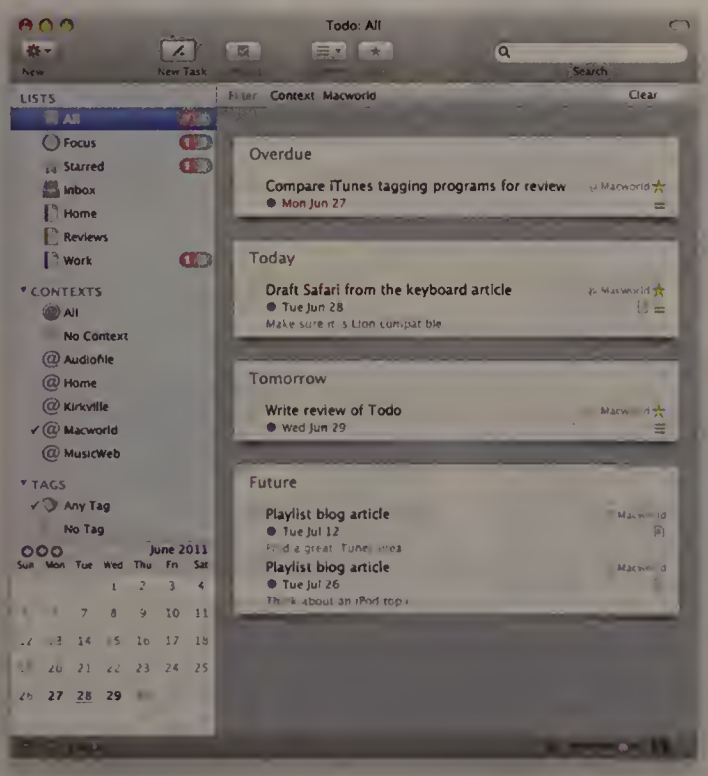
●●●●; $25; SuperMegaUltraGroovy, www.supermegaultragroovy.com

Todo 1.2

PRODUCTIVITY Todo is a task manager that sits somewhere between iCal's spartan task list and powerful task- and project-management tools such as the Omni Group's OmniFocus.

Todo uses individual lists you've created for related tasks; a Starred list that displays tasks you've flagged; a Focus list that uses configurable criteria to display those tasks you need to focus on; and an Inbox list that contains tasks you need to process (assign to a particular list). You can also create projects—groups of tasks—within a list; once you complete all the tasks within a project, the project itself is complete.

Tasks can have due dates and due times, and you can set priorities (Low, Medium, or High). Unfortunately, you can't display a single list of, say, all high-priority tasks. For fans of Getting Things Done (GTD), you can also add tags and contexts to tasks, and the program lets you easily view all tasks with a particular tag or context. You can't, however, customize text styles.



A task-zooming feature lets you alter the amount of information displayed for each task, with various levels between just the name and a full-detail view.

A handy Quick Add window lets you add tasks from within any program, and if you want to keep your tasks on multiple devices, you can sync lists between Macs, or even between Macs and the excellent Todo apps for the iPhone and iPad.

If you manage complex projects, a program such as OmniFocus is a better, if pricier, choice. But for simpler projects and basic task management, Todo is a fine program.—KIRK MCELHEARN

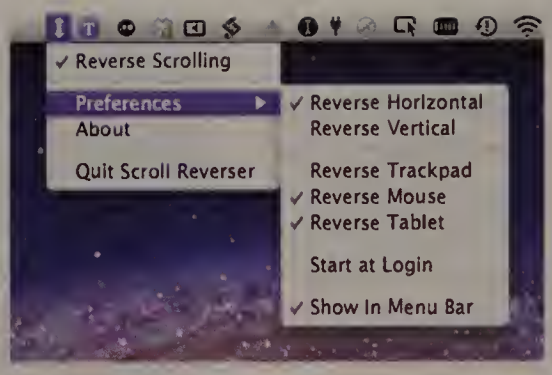
●●●½; $30; Appigo, www.appigo.com

Check out the **Mac Gems blog** at macworld.com/macgems.

Scroll Reverser 1.4.2

UTILITIES Lion's new scrolling is inverted compared to the way most people have been scrolling for years. For example, when you drag two fingers downward on a trackpad, or spin your mouse's scrollwheel toward you, this moves a window's co*ntent*, rather than its scrollbar, down.

Most people have either gotten used to the New Way or used Lion's option, in System Preferences, to switch back to the Old Way. But even among those who like this inverted scrolling, there are two persistent complaints. The first is that there's no way to configure Lion to use the new scrolling orientation with trackpads while maintaining traditional scrolling with mice and trackballs. The second is that some people who like the new approach when scrolling vertically don't like it when scrolling horizontally.



Scroll Reverser addresses both of these complaints. Its systemwide menu lets you quickly reverse your scrolling preferences, but its Preferences submenu is where the real utility lies. Here you can choose which devices—trackpads, mice, and tablets—are affected by Scroll Reverser. (The Mouse category includes most trackballs.) In other words, if you want to keep Lion's inverted scrolling for your trackpads and tablets, but use traditional scrolling when using a mouse or trackball, you can do so. You can also choose whether to reverse both horizontal and vertical scrolling, or just one or the other. (Scroll Reverser affects only traditional scrolling; it doesn't affect Multi-Touch gestures.)

One limitation is that your horizontal and vertical settings apply to all device classes (trackpad, mouse, or tablet) you've chosen to "reverse." I'd like to see separate horizontal and vertical settings for each type of input device. That would also make Scroll Reverser's settings a bit less confusing: Between Lion's own setting, Scroll Reverser's main on/off setting, and the settings for direction and device types, figuring out the right combination of settings can feel like answering an LSAT question.

3½; free; Pilotmoon Software, pilotmoon.com



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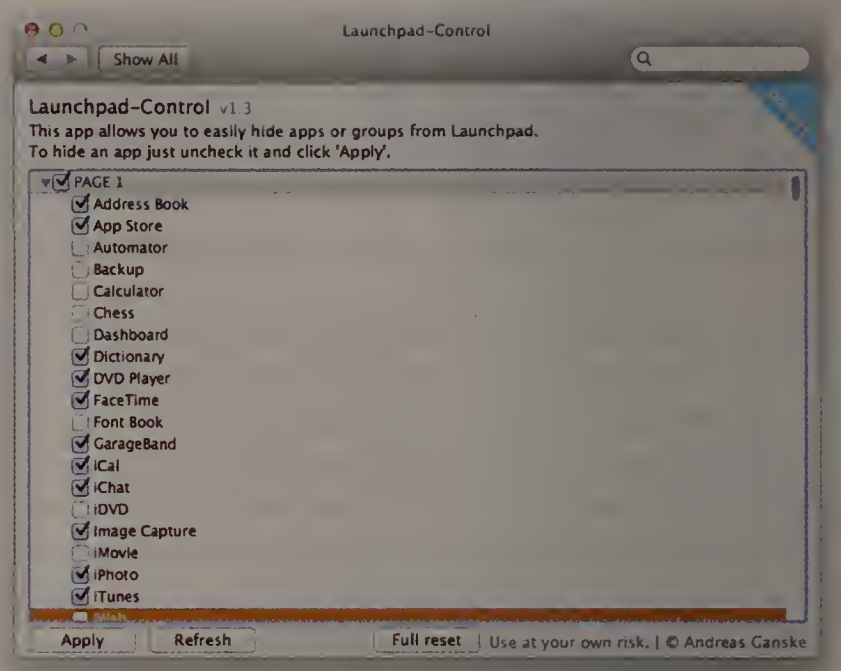
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Launchpad-Control 1.3

UTILITIES Speaking of Lion tweaks, a feature in need of a few adjustments is Launchpad, which displays the icons for all your installed apps in a full-screen grid that spans as many screens as necessary to hold everything. Once you add more than a couple dozen apps, it can become an overwhelming mess. You can reorganize the icons, including putting them in folders, but there are no sorting options, and there's no official way to keep an installed app from appearing in Launchpad—every app is listed. (If you remove an app from Launchpad, the app is actually deleted from your Mac!)

Launchpad-Control can help. This System Preferences pane lists all Launchpad-eligible applications (essentially, anything located in /Applications or *youruserfolder*/Applications), as well as any folders that exist inside the Applications folders or that you've created in Launchpad. Simply uncheck the box next to each application or folder you don't want to appear in Launchpad, and then click Apply.



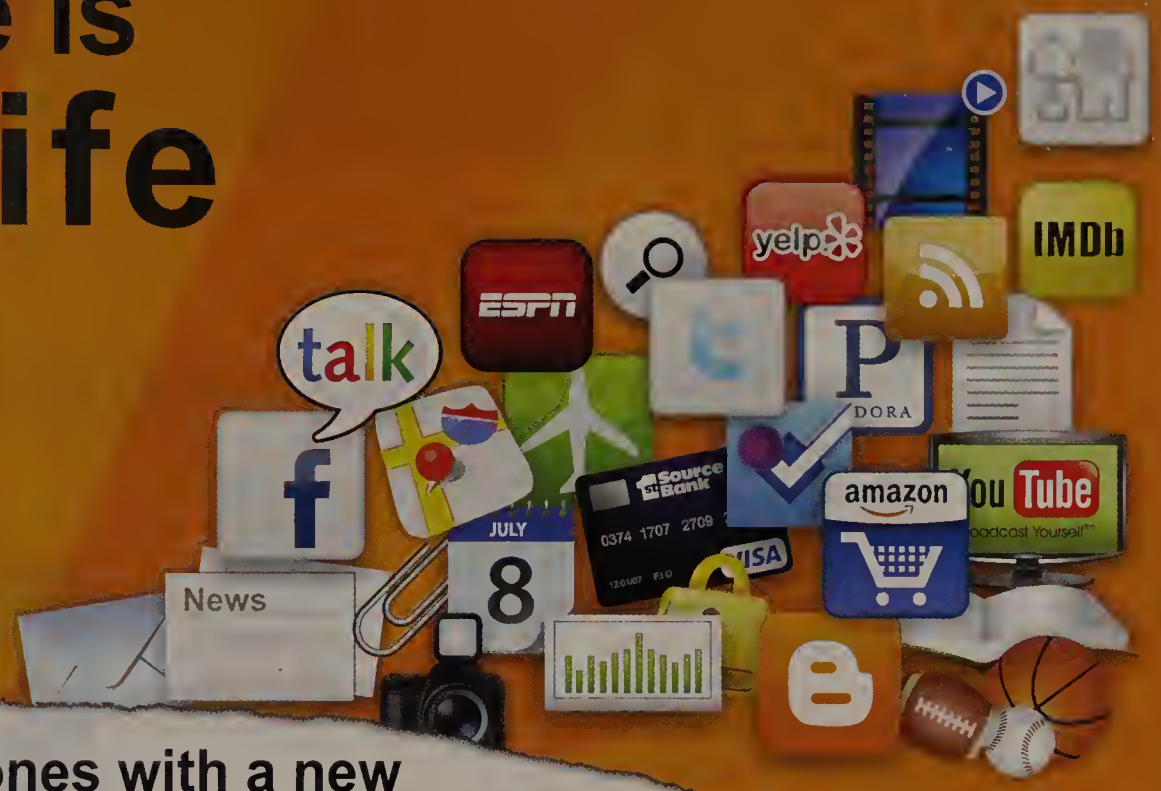
Unlike deleting apps from within Launchpad, this approach doesn't affect the applications themselves. And you can disable entire screens of apps at a time, and even disable OS X's stock apps.

A search feature would be nice to have, and I wish you could reorganize screens from within Launchpad-Control, but it nevertheless makes Lion's Launchpad much more usable.

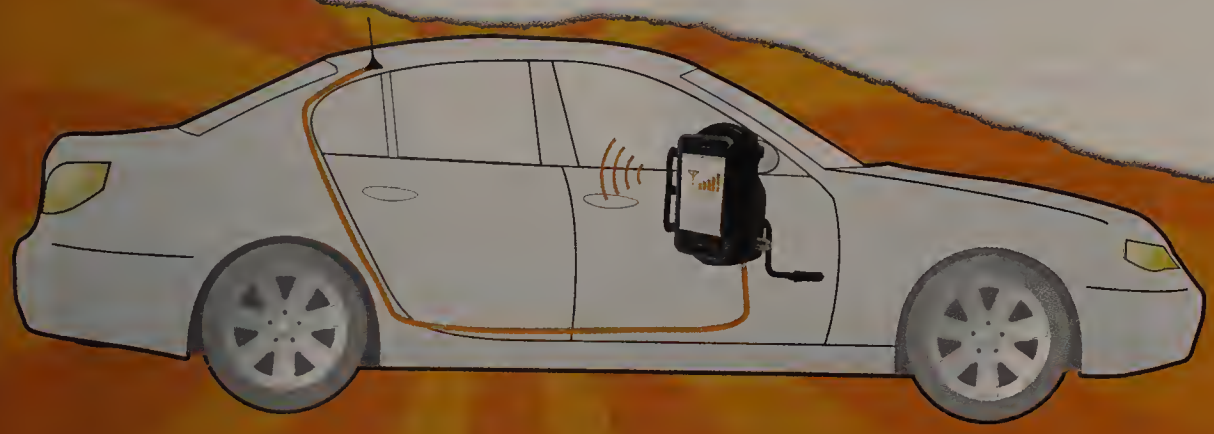
3½; payment requested; Andreas Ganske, chaosspace.de



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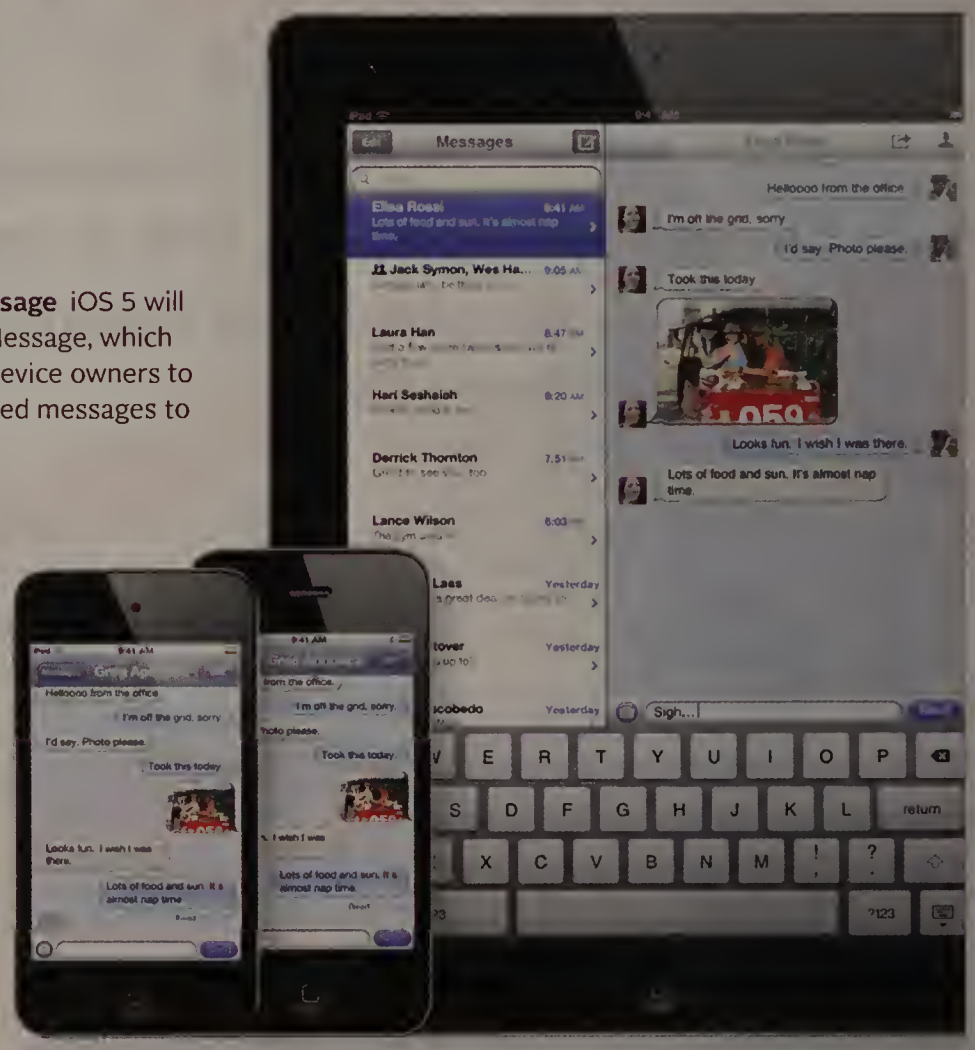
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By Wi-Ex.com

The Writing's on the Wall for SMS

AT&T's 'streamlining' of texting points to SMS's slow decline

BY DAN MOREN



Get the Message iOS 5 will introduce iMessage, which allows iOS device owners to send unlimited messages to each other.

AT&T's August move to eliminate tiered pricing for text messaging means more than just reduced options for new iPhone customers. It could signal the beginning of the end of text messaging as we know it.

AT&T has changed its service plans for individuals, dropping the options for 1000 messages for $10 per month and 200 messages for $5 per month. That means new iPhone customers must either pony up $20 per month for unlimited texting or pay by the message—20 cents for each text message and 30 cents for each multimedia message they send or receive. Subscribers who opt for family plans can pay $30 per month for unlimited messaging on up to five lines. The change won't affect current subscribers; they can hold onto the $10- and $5-per-month texting plans, even if they switch to a different phone.

AT&T says that the move reflects how its subscribers are using text messaging with their data plans. "The vast majority of our messaging customers prefer unlimited plans," AT&T executive director of media relations Mark Siegel told *Macworld*.

SMS isn't history just yet. But with the advent of other messaging options, its brightest days may be behind it.

The Reasons for the Switch

AT&T is presenting its new pricing approach for messaging as a "streamlining" of its available plans, but the carrier may also be reacting to the increased popularity of smartphones and their attendant data plans. The shift to data-capable phones has opened up a slew of new messaging options for consumers, threatening a prodigious revenue stream for carriers.

Text messages have long been a money-maker for carriers. The CTIA, a wireless-industry trade group, says that more than 2 trillion text messages were sent in 2010, an increase of 31 percent over 2009; the volume of multimedia messages (those including pictures or video) was up 64 percent, to more than 56 billion.

Negligible Costs

The cost to carriers for transmitting this flurry of text messages is negligible. A 2008 *New York Times* article (macworld.com/7449) reported that not only does it cost carriers "very, very, very little" to handle text messages, the cost is also "relatively insensitive to volume." Still, it's not necessarily a bad deal for AT&T customers. The $20-per-month plan pays for itself once you send and/or receive just 100 text messages, 66 multimedia messages, or some combination of the two. Producing such

PHOTOGRAPH COURTESY OF APPLE. HP TOUCHPAD PHOTOGRAPH BY PETER BELANGER

volume isn't exactly a stretch for the average teenager or twentysomething.

Granted, AT&T gets the $20 regardless of how many messages you send. And since it costs the carrier very little to handle those messages, the bulk of that $20 goes right into AT&T's pocket. For those who text only occasionally and fall into the gap between AT&T's two options, the best choice may actually be to look elsewhere.

Alternatives to SMS

Fortunately, with the increased popularity of smartphones, there are a lot of places to look. Apple plans to add its own messaging capability—dubbed iMessage—as part of iOS 5. It will allow iOS device users to exchange text, picture, and video messages with each other for free.

In addition to these built-in offerings, there are a huge number of messaging apps for smartphones, including the likes of Textie, GroupMe, PingChat, and Google Voice. Most of these applications mimic traditional text messaging interfaces, and many can even "fall back" to SMS when you send messages to people who don't have the app installed.

All of those options also have one thing in common—a low cost to consumers. The apps listed above are free downloads. Tiered data plans mean customers have to be careful with how much data these apps use, but it's still unlikely to cost more than the $20 a month they'd have to pay for unlimited SMS messaging.

So, is SMS history? Not yet, but its brightest days are clearly behind it. With the advent of other messaging solutions, SMS may become more of a "lowest common denominator" option—and for consumers, that may not be a bad thing.

iOS Devices: Current Lineup

PRODUCT	SPECS	RATING	PRICE[A]	DISPLAY	PERFORMANCE	FIND CODE[B]
iPad 2[C]	16GB	Wi-Fi, 4½; 3G, 4½	Wi-Fi, $499; 3G, $629	9.7-inch color	Up to 10 hours on Wi-Fi; up to 9 hours on 3G	7030 Wi-Fi 7031 3G
	32GB	Wi-Fi, 4½; 3G, 4½	Wi-Fi, $599; 3G, $729	9.7-inch color	Up to 10 hours on Wi-Fi; up to 9 hours on 3G	7032 Wi-Fi 7033 3G
	64GB	Wi-Fi, 4½; 3G, 4½	Wi-Fi, $699; 3G, $829	9.7-inch color	Up to 10 hours on Wi-Fi; up to 9 hours on 3G	7034 Wi-Fi 7035 3G
iPhone 3GS and 4	8GB 3GS (AT&T)	4½	$49	3.5-inch color	9 hours of Wi-Fi Internet; 5 hours of 3G talk time	6255
	16GB 4 (AT&T)	4	$199	3.5-inch color (Retina)	10 hours of Wi-Fi Internet; 7 hours of 3G talk time	6256
	32GB 4 (AT&T)	4	$299	3.5-inch color (Retina)	10 hours of Wi-Fi Internet; 7 hours of 3G talk time	6257
	16GB 4 (Verizon)	4	$199	3.5-inch color (Retina)	10 hours of Wi-Fi Internet; 7 hours of 3G talk time	6943
	32GB 4 (Verizon)	4	$299	3.5-inch color (Retina)	10 hours of Wi-Fi Internet; 7 hours of 3G talk time	6944
iPod Touch	8GB	4½	$229	3.5-inch color (Retina)	40 hours of music playback; 7 hours of video playback	6553
	32GB	4½	$299	3.5-inch color (Retina)	40 hours of music playback; 7 hours of video playback	6554
	64GB	4½	$399	3.5-inch color (Retina)	40 hours of music playback; 7 hours of video playback	6555

[A] All prices are Apple's prices. [B] In a browser's address field, typing in a find code after *macworld.com/* takes you to a product's review or overview. [C] There are separate Wi-Fi+3G iPad 2 models for AT&T's network and for Verizon's.



HP Dumps the TouchPad

BY PHILIP MICHAELS

In the October 2011 issue of *Macworld*, we asked whether the HP TouchPad could compete with Apple's iPad in the tablet market ("HP's TouchPad Takes On the iPad"). Hewlett-Packard has given us a definitive answer: Not at all.

In August, the company shut down its webOS device business, spelling the end for both the TouchPad and any smartphones that run on the webOS operating system. HP says that it's looking into "opportunities" for the webOS software, making a sale likely for the operating system that HP acquired when it bought Palm in 2010.

The TouchPad disappears less than two months after its debut and after a series of price cuts. That offers a clue as to why HP pulled the plug so quickly—the tablet wasn't selling well, according to a report on the All Things D website that was published just before the tablet's demise (macworld.com/7450). Sales picked up only after HP slapped a fire-sale price of $99 on the TouchPad.

So where does this leave Apple? Sitting pretty at the top of the tablet heap. In August, analyst group Baird published a survey that found consumers who own or plan to buy a new tablet are focused mainly on the iPad—a whopping 95 percent expressed an interest in Apple's tablet. Finishing second in the survey? The TouchPad. HP, it seems, was tired of being tablet buyers' Plan B.

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iPads Take Flight with United Airlines

BY JOEL MATHIS

The next time you board a United Airlines flight, an iPad could be your copilot. The airline is in the process of handing out 11,000 iPads to United and Continental pilots, with the goal of replacing bulky paper navigation charts in the cockpit.

United's move gives a greater push to a movement that's been under way since spring, when the Federal Aviation Administration authorized pilots to use iPads running the Jeppesen Mobile TC navigation app instead of paper maps. About a dozen airlines have made the switch to iPad-based charts, according to the FAA.

United and Continental will use a different app—the new Jeppesen Mobile FD application. United said that pilots typically carry 12,000 sheets of paper to chart their course during flights; the introduction of the iPad should save the airline 16 million sheets of paper and, thanks to the reduction in weight, 326,000 gallons of jet fuel per year. The fact that an airline cockpit requires so much paper might be surprising, considering how mechanized most flights are these days, with computers in control of most in-flight duties.

iPads won't completely eliminate paper charts from the cockpit, the FAA says. Pilots can't use electronic devices like the iPad below 10,000 feet. And the iPad charts will guide pilots only while their planes are within a 50-mile radius of their originating and destination airports. The charts for the in-route portion of a flight are still too complex to be displayed well on any electronic device.

The FAA is giving airlines an initial six-month period to evaluate the effectiveness of iPads in the cockpit before giving a permanent OK.



Ready for Takeoff The iPad is helping United Airlines go paperless.

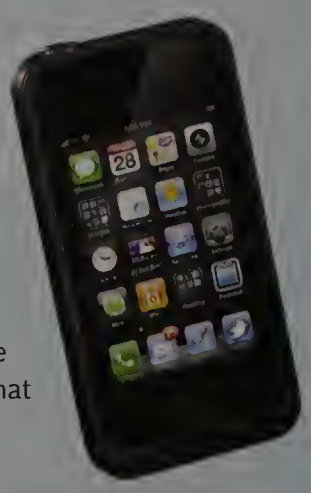
PHOTOGRAPH BY UNITED CONTINENTAL HOLDINGS

SPOTLIGHT ON iPHONE 4 CASES

iPhone 4 LifeProof Case

The real world can be hard on an iPhone. So why make it hard on iPhone users by forcing them to use a bulky case for protection? That's the thinking behind the LifeProof case for the iPhone 4 (macworld.com/7470). The $70 case absorbs shocks, guards against dirt, and even lets you venture underwater. (There's an optional adapter for using waterproof headphones should you need to use your iPhone away from dry land.) All of this protection comes in a case that adds only a sixteenth of an inch to the depth of your phone.

—PHILIP MICHAELS



What's New at the App Store

Facebook Matches Google+ with Group Chat App

Facebook isn't taking Google+'s arrival lying down. The social networking service has rolled out a free group-chat app for the iPhone designed to compete with the Huddle messaging features in Google+'s mobile app. Facebook Messenger (macworld.com/7451) allows for group correspondence between friends you specify, and can optionally include location data for chat participants.—LEX FRIEDMAN

Boxee Launches iPad App, AirPlay Integration

Internet video-streaming service Boxee offered up a one-two punch of Apple-related news, launching an iPad app and updating its own hardware to add AirPlay integration. Boxee (macworld.com/7452) lets users stream video stored on their computer to their tablet; if they have the Boxee Box hardware, they can stream from an iPad to their TV. The Boxee Box 1.2 firmware update also gives Boxee Box users the ability to stream audio and video from their iOS devices to AirPlay-enabled audio/video systems.—JOEL MATHIS

Skype Rolls Out Native iPad Offering

iPad owners no longer have to make do with the iPhone version of Skype. The company has released an iPad-native version of its Voice-over-IP client. Skype for the iPad (macworld.com/7453) looks a lot like Skype 5 for the Mac and lets you make voice and video calls over Wi-Fi or 3G. (Original iPad users can only voice chat.) You'll need a Skype account and credit in that account if you want to place calls to actual phones.—DAN MOREN

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APP GUIDE

Software for Your iPhone, iPod Touch, and iPad



Zombie Gunship 1.2

GAMES The App Store is overrun with zombie-themed games (see *App Gems* on this page for some of our favorites), so what makes Zombie Gunship stand out from the rampaging horde? This shooter—in which you destroy zombies trying to breach a bunker as civilians flee to safety—uses grainy graphics and top-notch sound effects to ratchet up the tension to monster-movie levels. The game isn't just about brainless blasting of the undead: You're penalized for wounding civilians, and your weapons can overheat if you fire them indiscriminately. All of these elements combine to make for one compelling game for your iPhone or iPad.—**PHILIP MICHAELS**

iPhone/iPad | ★★★★½; $1; Limbic Software

Alarmed 2.2.3

UTILITIES Don't be put off by Alarmed's less-than-inspired design. While the alarm clock and reminder app won't wow you with its look, its functionality and utility are impressive. Adding alarms is fairly intuitive, with quick access to a deeper set of options for greater customization. The array of wake-up alarms, sleep timers, regular timers, and time-stamped reminders you have at your disposal is remarkable, especially considering that the app is free. (A $2 in-app purchase unlocks even more features such as recurring reminders and more alarm sounds.)—**LEX FRIEDMAN**

iPhone/iPad | ★★★★; free; Yoctoville



Calorific Lite 1.0.3

LIFESTYLE Sidestepping the data-entry hassles that befall some calorie-counting apps, Calorific Lite is an excellent tool for anyone looking to improve their dietary habits with a minimum of grunt work. Instead of striving for precise caloric values, Calorific splits foods into three color-coded categories, giving you a handy visual reference for what you're eating. The app suffers from inconsistent support, and it's not ideal for specific dietary practices, but if your goal is simply to become more aware of what you eat, this is a great no-cost way to nudge yourself toward healthier habits.—**LISA SCHMEISER**

iPhone | ★★★½; free; WorkSmart Labs

APP GEMS

Great Zombie Games



Age of Zombies ★★★★½
Travel through time, blasting zombies (macworld.com/7461).

We also like:



ZombieSmash ★★★★½
macworld.com/7462

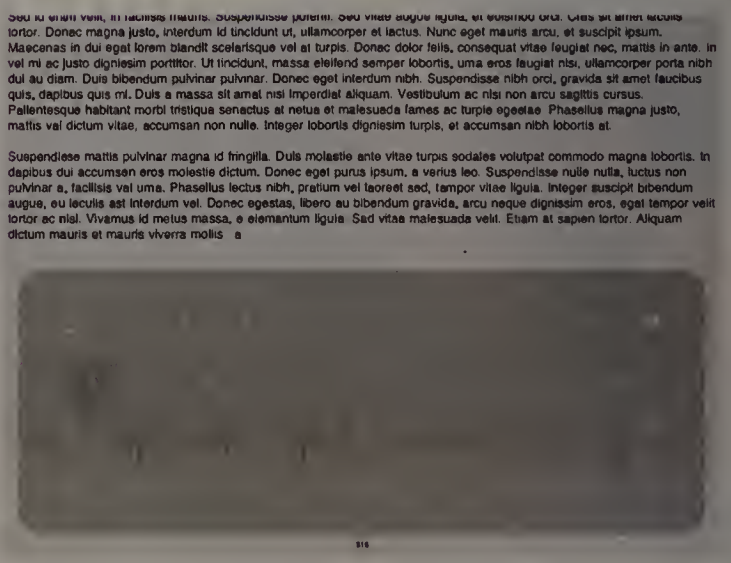


Zombie Infection ★★★★½
macworld.com/7463

Find more Zombie apps at macworld.com/6179.

OmmWriter 1.1.1

PRODUCTIVITY You won't find word processing features such as a spelling checker and document-formatting tools in OmmWriter; but you do get an elegant iPad app that looks to eliminate distractions. OmmWriter focuses solely on the writing process, providing only four font sizes and no styling features like bold or italics. Instead, you get audio and visual effects aimed at helping you concentrate. It may be impractical as your only tablet-based word processor, but for times when you want a hyper-focused writing environment, OmmWriter is hard to beat.—**JEFF MERRON**



iPad | ★★★½; $5; Herraiz Soto & Co.

Vibop 1.1.1

VIDEO Even the shortest video clips could benefit from the touch of polish offered by Vibop. The app analyzes and auto-stabilizes any 30-second video clip, smoothing over the tremors that come from filming on a handheld device. You can add a short intro clip—something along the lines of MGM's roaring lion—choosing from a dozen preloaded bumpers that lend a professional look and feel. The app also lets you apply effects—some more impressive than others—with low-res previews showing you the before and after impact of your tinkering. The end result is a stylized video clip you can share on Facebook or YouTube.—**PHILIP MICHAELS**



iPhone | ★★★★; free; NewBlue

Ticket to Ride 1.1

GAMES The beloved board game makes the jump to Apple's tablet in a way that brings all the fun of the game without the plastic bags full of playing pieces. The iPad's touch interface suits Ticket to Ride, which tasks you with building railroad lines across a map. The game offers a variety of play options, including the ability to play against human opponents via either Game Center integration or Days of Wonder's matchmaking system. And Ticket to Ride's interface is gorgeous, with handcrafted illustrations that fit the game's style and time period. The price of admission is high compared with other iOS games, but the quality of the game is worth it.—**DAN MOREN**



iPad | ★★★★½; $7; Days of Wonder

More Reviews

Find reviews of other iPhone, iPad, and iPod touch apps at iOS Central (macworld.com/4164).

APPLICATION	DESCRIPTION	PRICE	RATING	FIND CODE*
Editions by AOL 1.1.3 AOL	iPad personalized-news app	free	★★★½	74S5
Google+ 1.0.3.2124 Google	iPhone social networking client	free	★★★½	74S6
InMyBar 1.2.1 Quintal Technologies	iPhone cocktail app	$1	★★★½	74S7
Photogram 1.1.1 Timelines	photo-sharing app	free	★★★★	7458
TellMeLater 1.2 Sixfoisneuf42	iPhone reminder app	$1	★★★½	7459

* Typing in a find code after *macworld.com/* directs you to a product's review or overview. For example, macworld.com/7455 takes you to our review of Editions by AOL.

ESSENTIAL APPS

Don't Change That Channel

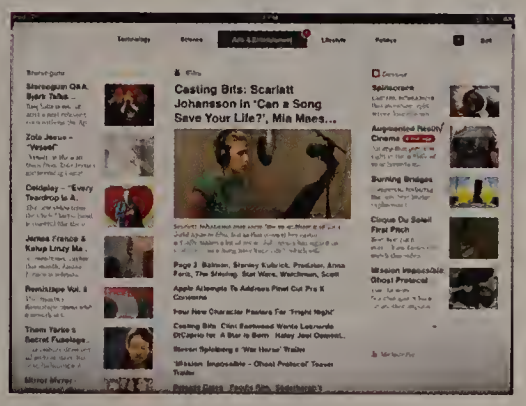
These apps are as indispensable to couch potatoes as a remote control (macworld.com/7460).

i.TV ★★★★ Besides viewing TV listings, you can also see what's on Netflix, Hulu, and iTunes.

GetGlue ★★★½ Check in and interact with fellow fans of the same TV shows.

TV.com ★★★½ Your favorite CBS shows are a tap away.

Xfinity TV ★★★½ Comcast subscribers can program their DVRs.



Pulp 1.3

REFERENCE Pitched as a "personalized newspaper," Pulp is so customizable that it's hard to imagine an iPad user not taking a shine to it. Pulp turns you into a newspaper designer, where you select not only the Web sources you want to read, but also how you want stories displayed. Anyone who uses the Mac version of Pulp will be pleased with the ability to sync up with the iPad app.—**JOEL MATHIS**

iPad | ★★★★; $5; Acrylic Software

AppGuide.com features our complete database of iOS app reviews.



LEARNING THE LAY



Lion TERRITORY

When we first started using OS X Lion, some of us at *Macworld* felt as though we were in a different country, where we had to drive on the wrong side of the road and couldn't understand the signs. Everything from scrolling to arranging files and working in Mail felt oddly foreign. But now that we've been living with Lion for a couple of months, we're beginning to feel more at home. Much that was once awkward has become more natural.

So we put together the following guide to the new features in Lion that took us the longest to learn and that may well have stumped you, too. If you're still trying to do things the old Snow Leopard way, we have some suggestions for making the switch. And for those of you who are determined to stick with established old habits, we have advice on making Lion behave more like Snow Leopard. Whether you accept the new or pine for the old, you can make Lion work for you.

ILLUSTRATIONS BY PETER OUMANSKI

OF THE LAND IN OS X 10.7

How to Make Lion More Like Snow Leopard

Don't like something new? You can often go back.

BY KIRK MCELHEARN



So you've downloaded Lion from the Mac App Store and updated your Mac. You're delighted by many of the new features, but others rub you the wrong way. In some cases, you wish you could go back to the way things worked in Snow Leopard. You really should give the new ways of doing things a good try, but if after trying them you still don't like them, you can go back to the old ways in most cases.

(Editor's Note: Unless we name a specific application, all the preference settings we mention are found in panes in the System Preferences application, which you can access from the Apple menu.)

General

Scrolling Direction

The first thing you probably saw when launching Lion for the first time was a video explaining that the default scrolling direction has changed. In the past—since the advent of scrolling mice and trackpads, actually—when you scrolled up, the scrollbars in the active window moved up, while the content inside the window actually moved down. In Lion, that's changed: If you scroll up, the window content moves up; if there were visible scrollbars (see "Scrollbar Display," this page), they'd be moving down.

You can change this scrolling behavior if you want, but I suggest that you first try to get used to it; it took me only a few hours to adapt to the new setting. But if you really want to change it back, go to the Scroll & Zoom tab of the Trackpad preference pane (if you use a trackpad) or the Mouse pane (if you use a mouse). In the first, uncheck Scroll Direction: Natural. In the latter, uncheck Move Content In The Direction Of Finger Movement When Scrolling Or Navigating.

If you use a non-Apple pointing device, these instructions might not work. If so, give Scroll Reverser (macworld.com/a/161033) a try—it works the same magic in Lion that it does in Snow Leopard (see "Learning Lion's Gestures").

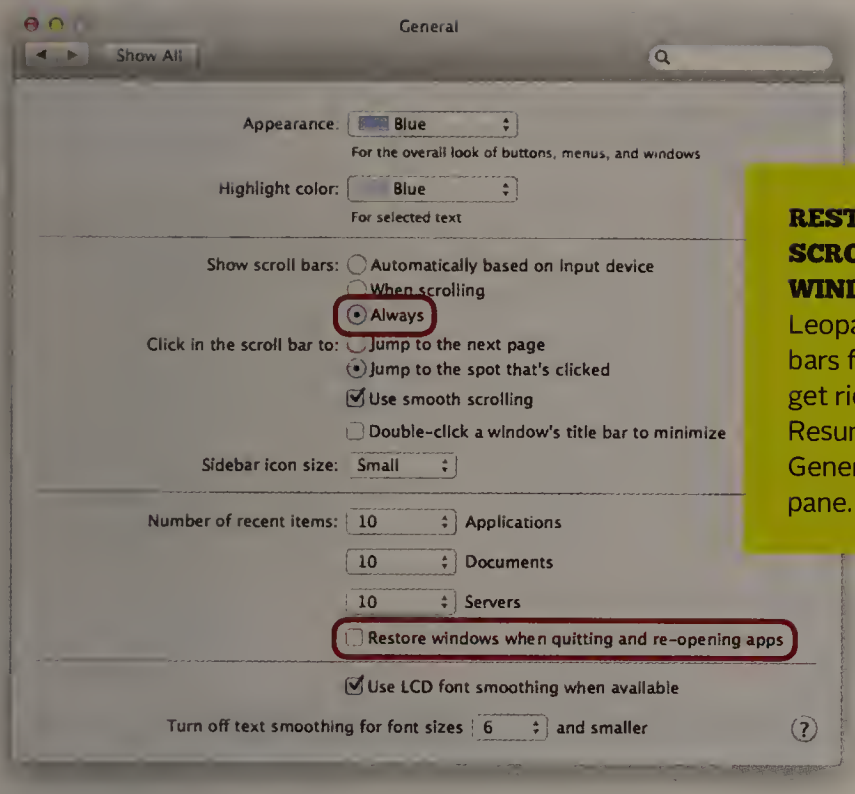
Scrollbar Display

By default, Lion displays scrollbars only when you start scrolling. (Some applications disregard those settings and display scrollbars all the time.) But having them visible all the time can be useful. When you're looking at a webpage in your browser, for example, the length of the scroll button and its position in the scrolling channel tell you how long the page is.

To have scrollbars display all the time, go to the General pane, and, in the Show Scroll Bars section, check Always. The default setting, Automatically Based On Input Device, uses the now-you-see-'em-now-you-don't scrollbars if there's a touch-capable device connected to your Mac—a built-in trackpad, a Magic Trackpad, or a Magic Mouse. If you have just a standard Apple mouse, then you'll see the scrollbars all the time.

Inertial Scrolling

Still on the subject of scrolling, there's one effect that will be familiar if you've used an iPhone or iPad, but it can still be disturbing. (It shows up only if you're using a trackpad instead of a mouse.) When you stop scrolling, the content continues moving for a second with an inertial effect. If you'd prefer that the content stop when you stop scrolling, go to the Universal Access pane, click Mouse & Trackpad, and then click Trackpad Options. In the Scrolling menu, choose Without Inertia.



RESTORE SCROLLBARS AND WINDOWS Get Snow Leopard's visible scrollbars feature back, and get rid of Lion's new Resume feature in the General preference pane.

Gestures

If you have a trackpad, you know that there are a number of gestures you can use to switch windows, zoom in or out, or access certain features in Lion. Some of these gestures behave differently from the way they worked in Snow Leopard. You can change or even deactivate some of them in the Trackpad pane, on the More Gestures tab (for more on that, see "Learning Lion's Gestures").

Relaunch Applications and Windows at Startup

One of the design goals in Lion is to make it easier for you to get back to work after restarting your Mac or its apps. When you restart your Mac, the OS relaunches the programs that were open when you last shut down or restarted your machine. It also reopens the windows that were open when you last quit an app. If you don't want those windows to reopen, you now need to close them all, and then shut down the app. Fortunately, you can change some of these settings.

First, when you shut down or restart your Mac, or log out of your account, a dialog box appears, asking if you want to reopen windows when you log back in. If you uncheck the option in this dialog box, your applications and windows will not reopen when you restart your Mac or log back in to your account. (The next time you restart or log out, the box will be checked again.)

To prevent windows from opening when you relaunch applications, go to the General pane and uncheck the Restore Windows When Quitting And Reopening Apps option. You can also control this behavior on an ad hoc basis. Let's say you have ten windows open in Microsoft Word and don't want them all to open the next time you launch the program. Hold down the Option key before you quit; the Quit command in the application's menu will become Quit And Discard Windows. (If you've turned off the option for restoring windows in the General pane, holding down Option will change Quit to Quit And Keep Windows, allowing you to save any windows you have open after a restart or login.)

If you forgot to hold down the Option key before quitting, you can hold down the Shift key when opening the app the next time; it'll launch with no open windows.

Finder

Apple made a ton of changes in the Finder in Lion, and some of them may force you to alter the way you work. Here's how you can ignore some of those changes altogether.

All My Files

By default, the Finder's sidebar displays a new item called All My Files. As the name suggests, it shows you all of the files you can work with: word processing files, spreadsheets, PDFs, presentations, and more.

Unfortunately, if you have more than a handful of files, All My Files can be very confusing—and, frankly, not very useful. So, if you'd rather not deal with it, just hold down the ⌘ key and drag this item from the sidebar. If you want to put it back, choose Finder ▸ Preferences and then select Sidebar.

TIP

Restore Sanity by Not Restoring

Thanks to Lion's Restore feature, all the windows you left open in a given application remain open when you relaunch it. That might be helpful in a Web browser or a text editor. But in certain apps—particularly those in which you rarely need to revisit the same documents—the feature is more of an annoyance. Window resuming is actually configured on an app-by-app basis. Here, for example, is the Terminal command to disable Resume in Preview:

```
defaults write com.apple.Preview
NSQuitAlwaysKeepsWindows -bool false
```

And here's the one you'd use to disable Resume in QuickTime:

```
defaults write com.apple.QuickTimePlayerX
NSQuitAlwaysKeepsWindows -bool false
```

Quit the apps before you try the commands. To reverse your change, swap `true` for `false`.

Listen Up!



Kanex AirBlue

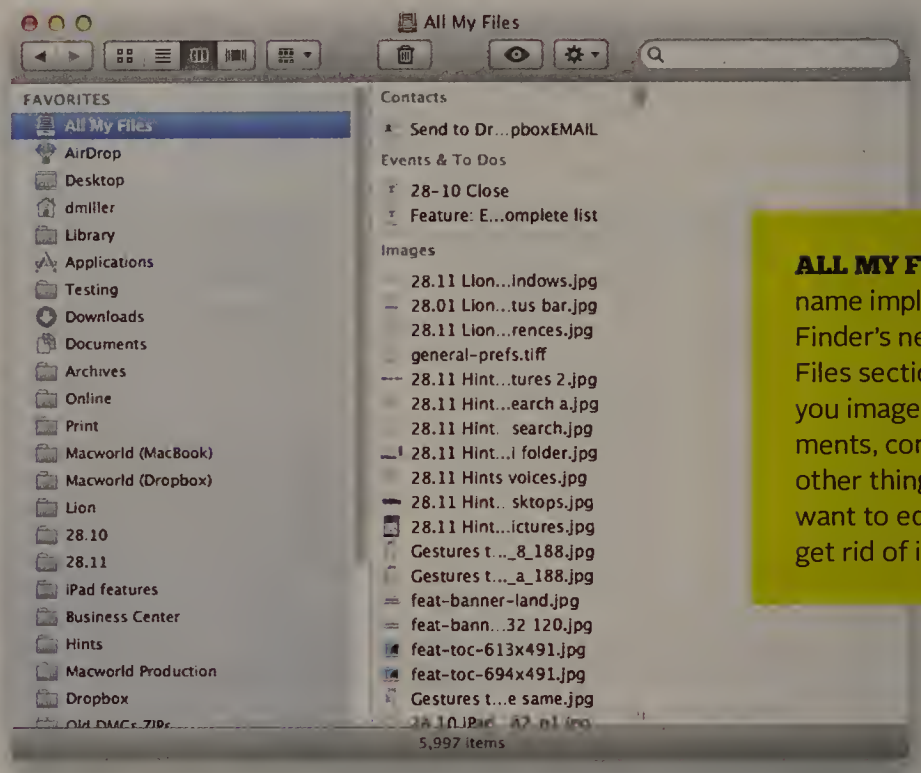
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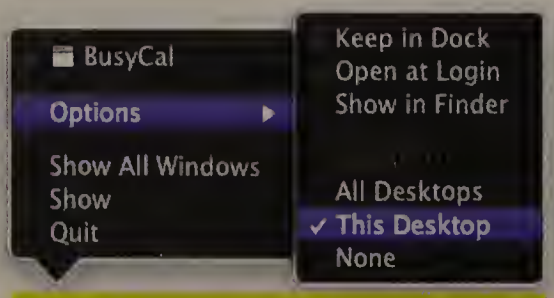
ALL MY FILES As the name implies, the Finder's new All My Files section shows you images, documents, contacts, and other things you might want to edit; you can get rid of it if you like.

AirDrop

AirDrop is a useful new way to transfer files from Mac to Mac. However, if you have only one Mac and you don't exchange files with it, or if your Macs don't support AirDrop, you can remove AirDrop from the Finder's sidebar: Hold down the ⌘ key and drag it off the sidebar to make it go poof!

Finder Status Bar

You may be accustomed to seeing a status bar at the bottom of Finder windows; it shows you how many items are in a window, how many of them are selected (if any), and how much free space is on your disk. You can display this status bar by choosing View ▸ Show Status Bar; it will then display in all Finder windows in the future. While you're at it, you might want to make the path bar visible as well (View ▸ Show Path Bar); it's a handy way to keep track of where you are in your file hierarchy.



ANCHOR AN APP To make an app appear in a specific desktop, open its Dock contextual menu in that space.

The Missing Library Folder

Apple has decided to hide the Library folder that is inside your home folder. In most cases, you won't need to access this folder, but you may want to get to it from time to time—for example, if you want to install AppleScripts for iTunes, or remove specific files when troubleshooting. To find out how, see "The Invisible Library."

'Search For' Smart Folders

Snow Leopard's Finder had a Search For section in the sidebar that contained a number of default searches—Today, Yesterday, All Movies, and so on—saved as smart folders. If you created your own smart folders, you may have added them to this list. In Lion, the Search For section is gone. But you can replicate it if you like.

To get the default smart folders back, you need to re-create them; the new Finder's search tools really help here. To get the Today folder back, for example, type **today** in the search box. A drop-down list will appear; select Today from its Dates section. You can limit the scope of the search to specific folders. When you have the search results you want, click on the Save button, give your search a name, and leave the Add To Sidebar box checked.

To get smart folders that you saved in Snow Leopard back into the Finder's sidebar, go to the Library folder in your home folder and find the Saved Searches folder. (Again, to find out how to get to your Library folder in Lion, see "The Invisible Library.") You can add this entire Saved Searches folder to the Finder's sidebar by selecting it and pressing ⌘-T, or you can open the folder and add selected smart folders to the sidebar one at a time. They'll display in the sidebar with gear icons, so you can tell them apart from regular folders.

TIP

Can You Repeat That?

As part of Lion's iOS-style autocorrection, pressing and holding down certain keys on your keyboard now brings up a palette that lets you choose an accented or alternate character. Because of this change, you can no longer press and hold keys to make them repeat. That makes it a lot tougher to type something like Noooooooohooooooooo!,
If you want to get repeating keys back, you can. To do so, fire up Terminal and type in the following:

```
defaults write -g ApplePressAndHoldEnabled -bool false
```

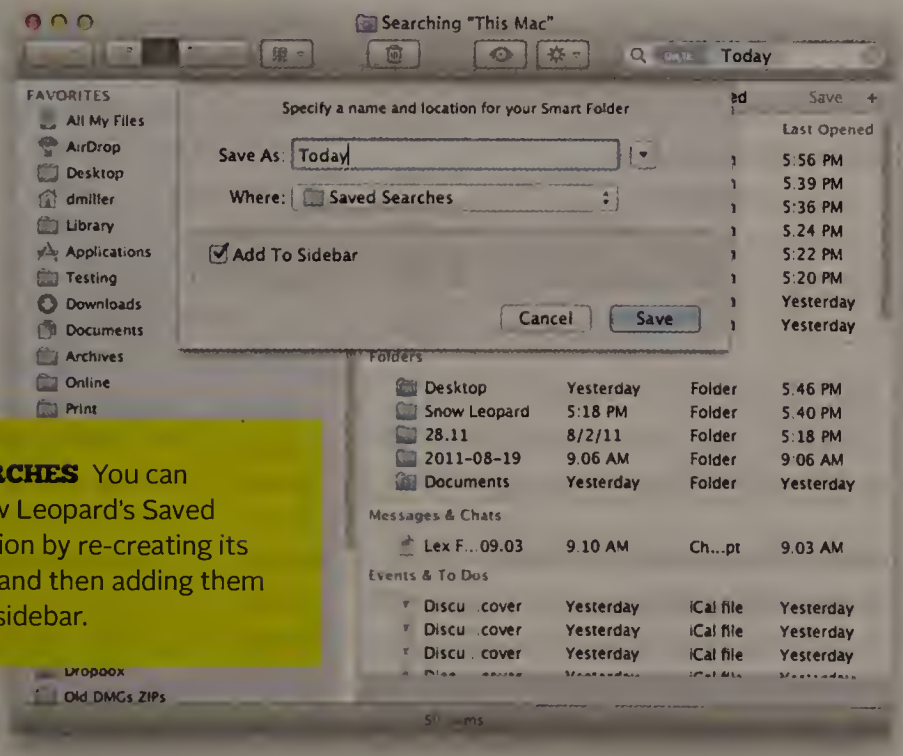
Press Return, and then log out and back in to your account. That done, letters will repeat just as they once did. To go back to Lion's default key-holding behavior, replace `false` with `true` in that Terminal command.

Launchpad and Mission Control

Get Rid of the Dock Icons

By default, there are two new icons in the Dock: one for Launchpad and another for Mission Control. If you aren't going to use these features and don't want their icons cluttering up your Dock, you can drag one or both of them out of the Dock; you can still use keyboard shortcuts or hot corners to access those two features, if you wish.

You may not be able to go back to Snow Leopard's Exposé, but you can use the same shortcuts and hot corners you used with Exposé in Lion's Mission Control. To adjust settings for those shortcuts and hot corners, go to the Mission Control pane.



SAVED SEARCHES You can replicate Snow Leopard's Saved Searches section by re-creating its smart folders and then adding them to the Finder sidebar.



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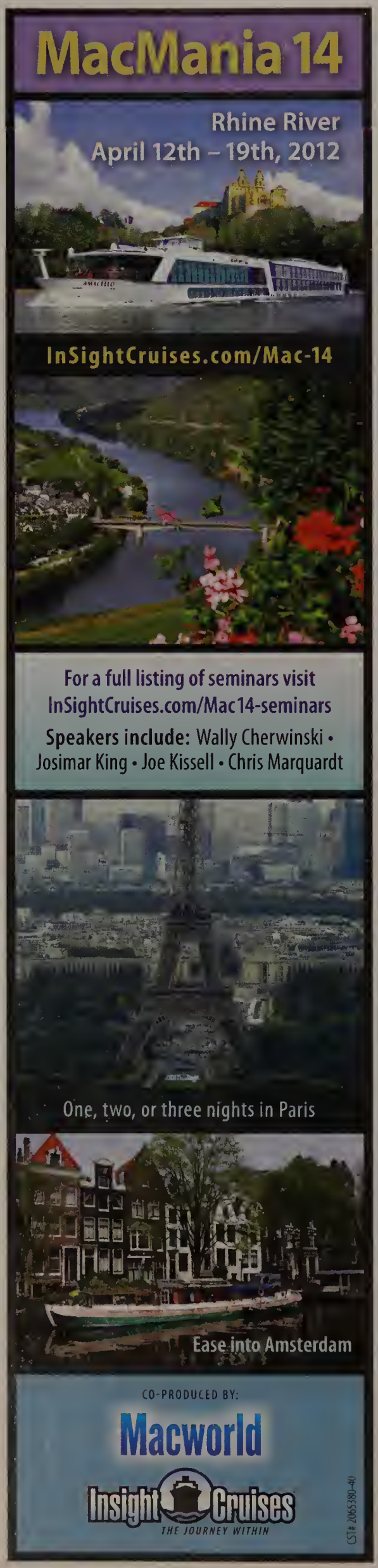
Available in various colors for MacBook Air and MacBook Pro devices.

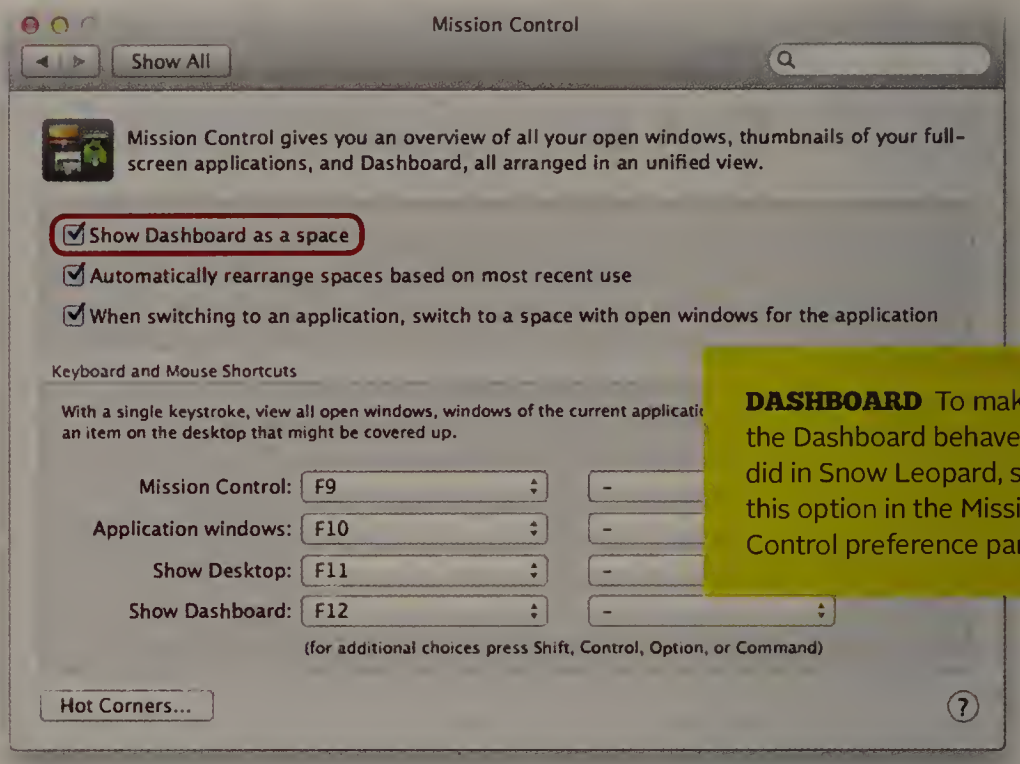
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DASHBOARD To make the Dashboard behave as it did in Snow Leopard, select this option in the Mission Control preference pane.

Dashboard

Previously, Dashboard displayed over your currently open windows. In the new Mission Control, it behaves like any other virtual desktop. So if you invoke a Dashboard keyboard shortcut or use a hot corner to activate it, your windows will slide to the side as Dashboard comes into view. To make Dashboard overlay windows as it did before, uncheck Show Dashboard As Space in the Mission Control pane.

Adding Spaces

In Snow Leopard, you used the Spaces pane to choose the number of workspaces you wanted. To add or remove spaces, you used the same pane. In Lion, adding spaces (now called *desktops*) requires activating Mission Control and then pressing and holding the Option key. (To access Mission Control, either click its icon or use a keyboard shortcut or hot corner.) You'll see a plus sign (+) at the top right of your screen. Click it to create a new desktop, and then move the windows you want to that desktop. Or just drag a window up toward the other desktops, and the plus sign will appear.

Assigning Applications to Specific Desktops

Under Snow Leopard, you could assign applications to specific spaces in the Spaces pane. In Lion, you need to use the Dock.

Move to a desktop that contains a specific application that you want to pin to that desktop. Click and hold that program's Dock icon, select Options, choose Assign To, then choose This Desktop. In the future, whenever you launch the application, it will be pinned to that desktop. If you use a lot of applications, and multiple desktops, you'll want to do this for all your applications right away so that they launch in the correct desktop.

Mail

Mail's Three-Column Layout

I loathe Lion's new three-column layout: I like to see my messages in a list; I don't want to see one column of mailboxes, a second column with a list of messages, and a third column for message contents. To go back to the old way, open Mail's preferences (Mail ▸ Preferences), click Viewing, and then select Use Classic Layout. (See "Taming Mail in Lion" for more information on the new Mail.)

Senior Contributor **Kirk McElhearn** writes about more than just Macs on his blog, Kirkville (www.mcelhearn.com). He is the author of *Take Control of Scrivener 2* (TidBits Publishing, 2011; www.takecontrolbooks.com).

OPINION

7 Things We'd Change in Lion

In general, we think Lion is a pretty darned good operating system. But is it perfect? Of course not. (After all, we rated it ★★★★½, not ★★★★★.) Now that we've been using the new OS for a few weeks, we've found more than a few flaws. Here are seven areas deserving of a little more attention; we'll no doubt find more.

1 Make Full-Screen Mode Make Sense

Lion's full-screen mode feels unfinished. For example, its support for multi-monitor setups is laughably poor: Put an app in full-screen mode and it appears on your main monitor; your other monitors display a linen background. It'd be much better if an adjacent workspace appeared on the other display.

It would also be nice if you could enable a slim Dock and menu bar while still in full-screen mode. That way you could see Dock badges update when new emails and IMs come in, without needing to hover over the Dock. The floating banner promised in iOS 5 is a good model.

2 Get Mission Control under Control

While Mission Control does a nice job of unifying the Exposé and Spaces features from Snow Leopard, it could be better. It would be nice if you could rename workspaces (instead of Desktop 2, Desktop 3, and so on) We'd love to be able to reorder desktops and full-screen apps by dragging and dropping them. Plus, while you can assign an app to a particular desktop, it would be nice to be able to lock spaces and full-screen apps in a particular order—for example, so Mail in full screen would always be directly to the right of your primary desktop.

3 Get a Handle on Permissions

Try dragging the Chess application from the Applications folder to the Trash, and you'll be presented with a message that reads, "'Chess' can't be modified or deleted because it's required by Mac OS X." Really? It's that important to Apple that we have the Game of Kings planted on our Macs? What this sort of message really means is that Apple has made it harder for unwary users to do things they shouldn't do—like toss out applications. While this makes sense for people who've never touched a Mac before, it's annoying for those of us who know more and want greater control.

4 Correct Autocorrect

Lion's new iOS-style autocorrection doesn't work everywhere. Many apps—including some of Apple's own—don't seem to support it at all. Stickies and iChat don't; TextEdit and Mail do. Support across third-party apps seems equally haphazard. You can rely on autocorrection or not, but the unpredictable mix-and-match approach is the worst of both worlds: You end up deleting an autocorrected `the` unnecessarily, while failing to fix a `teh` typo that you expected the Mac to catch. Apple needs to implement autocorrection universally. (For more on this, see this month's *Mac 911* column on page 92.)

5 Scrolling That's Natural for Each Device

We're fine with Apple's decision to reverse the Mac's traditional scrolling behavior in Lion. With *natural scrolling*, content on the Mac follows your finger. That makes sense on a trackpad or a Magic Mouse (though it still takes some time to adjust to it). It feels less sensible, however, when you're navigating with the scrollwheel on a mouse.

Unfortunately, Lion's scrolling settings are one way or the other, no matter what kind of pointing device—or combination of devices—you're using. Apple should allow us to customize the preference for each input device, so that our trackpads can scroll one way, and our scrollwheels the other.

6 Make Your Own Gestures

One of iOS 5's less-hyped features is the ability to create custom vibration patterns for different notifications. So you can tap out a pattern and assign it to a contact, and the custom vibration will be triggered when a particular person calls.

Apple could implement a similar approach to let us create customized finger gestures in Lion. The thumb-and-three-fingers reverse pinch in Lion for exposing the desktop is a clumsy maneuver for big fingers to make; we'd prefer to customize the gesture required—either by making up a new one or reassigning a gesture for a feature we don't use. Right now, Lion hard-codes specific gestures to specific actions with a take-it-or-leave-it attitude. A bit more flexibility could help those of us whose fingers aren't quite so nimble.

7 Boost Support for Media Files

Apple is clearly fond of the AAC audio and H.264 video formats. But it's high time that the company embraced a broader variety of audio and video files. On the audio front, high-resolution Ogg Vorbis and FLAC files are commonly found on the Web, yet iTunes and QuickTime turn a blind eye to them. As for video, browse the Web and you'll find various flavors of AVI files, which play natively on Windows PCs but not on the Mac. Mac users can play many of these file formats by downloading and installing QuickTime add-ons, so we know support is possible. Wouldn't it be nice if that support was built in?

Arranging Files in the Finder

Four views and three ways to organize files: It gets complicated

BY KIRK MCELHEARN

As it did in Snow Leopard, the Finder has four views in Lion: List, Icon, Column, and Cover Flow. But Lion also gives you three different ways to arrange files within those views: Arrange By, Sort By, and Clean Up By.

Unfortunately, those three options are not as straightforward as you might think (or wish). They aren't available in all Finder views. Sometimes you can combine them, and sometimes you can't. And there are multiple ways of invoking them. In other words, they aren't Apple's smoothest bit of interface design.



VIEW OPTIONS In the View Options palette, you can set Arrange By and Sort By criteria; you can also choose default settings for views and folders.

Icon View

Arrange By, Sort By, and Clean Up By are easiest to explain in Icon view, so let's start there even if you don't normally use this view. To get to it, choose View ▸ As Icons in the Finder.

Start by Control-clicking (or right-clicking) in an open space in the Finder window. In the resulting contextual menu, you'll see the three options: Clean Up, Clean Up By, and Arrange By.

Let's start with the last one. In this view—and in others where it's available—Arrange By sorts files and folders into groups. You can arrange by Name, Kind, Application, Date Last Opened, Date Added, Date Modified, Date Created, Size, Label, or None. The Name option simply sorts the files and folders in alphabetical order by filename. The None option does just what it says. But if you select one of the other options, the Finder window breaks into sections, and files and folders move to the sections where they belong. Choose Arrange By Kind, for example, and you get sections for Folders, Images, Spreadsheets, Documents, and so on. Choose Arrange By Size, and files and folders are grouped into size ranges—100MB to 10GB, 1MB to 100MB, and more. Within each group, files and folders display in a single horizontal row; if you have a lot of items in a group, scroll right and more will appear.



Once you've organized files into groups with Arrange By, hold down the Option key and Control-click in the Finder window again. The Arrange By submenu now changes to Sort By, which lets you

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set a sort order for items within each group. So, for example, if you've arranged files by Kind, you can then sort them within each group by Name. If you arrange by None, you can still use Sort By to sort files by Kind, Date Added, or whatever you wish, but you can't sort by Application.

You can't always combine Arrange By and Sort By: If you arrange by Date or by Size, you can't then use Sort By at all. If you arrange by Name, you can't sort them by some other criterion, because Name doesn't move files into groups; it just sorts them by name.

There are many ways to invoke Arrange By and Sort By. In addition to using the contextual menu, you can also select View ▸ Arrange By; click on the Arrange By button in the Finder toolbar; select Arrange By from the Action menu in the toolbar; press ⌘-J; use one of the keyboard shortcuts listed in the Arrange By menu (⌘-Control-1 to arrange by name, for example); or open the View Options palette (which itself can be done in several ways). In many cases, the Option-key trick still works, changing Arrange By to Sort By.

If you arrange by Name or None, you also get a Clean Up By option in the contextual menu (and elsewhere). This sorts your icons by whatever criteria you like (Name, Kind, Date Modified, Date Created, Size, or Label), but it also then lets you move the icons around after they've been arranged; when you choose Arrange By, you can't move the icons. If you add new files to the folder, their icons won't follow your Clean Up By arrangement; when you choose Arrange By, new files are automatically placed into the appropriate group. The simple Clean Up option just moves file icons into a grid, with no organization.

List, Column, and Cover Flow

As in Icon view, in List and Column views you can use the Arrange By command to sort files and folders into groups. But those groups are more compact and easier to use than they are in Icon view—files appear in vertical columns, not horizontal rows. However, if a list or column extends below the bottom of the window, you can't use the contextual menu; you'll have to use one of the other options.

The Arrange By Kind option can be especially useful in List and Column views, because it displays folders at the top, making for easy navigation up and down a directory tree. As in Icon view, you can use the Arrange By and Sort By commands together—at least some of the time.

Cover Flow view is a hybrid: At the top of a window you see files and their contents, and below that is a list. The options for this view are similar to those for List view: you can use Arrange By and Sort By the same ways.

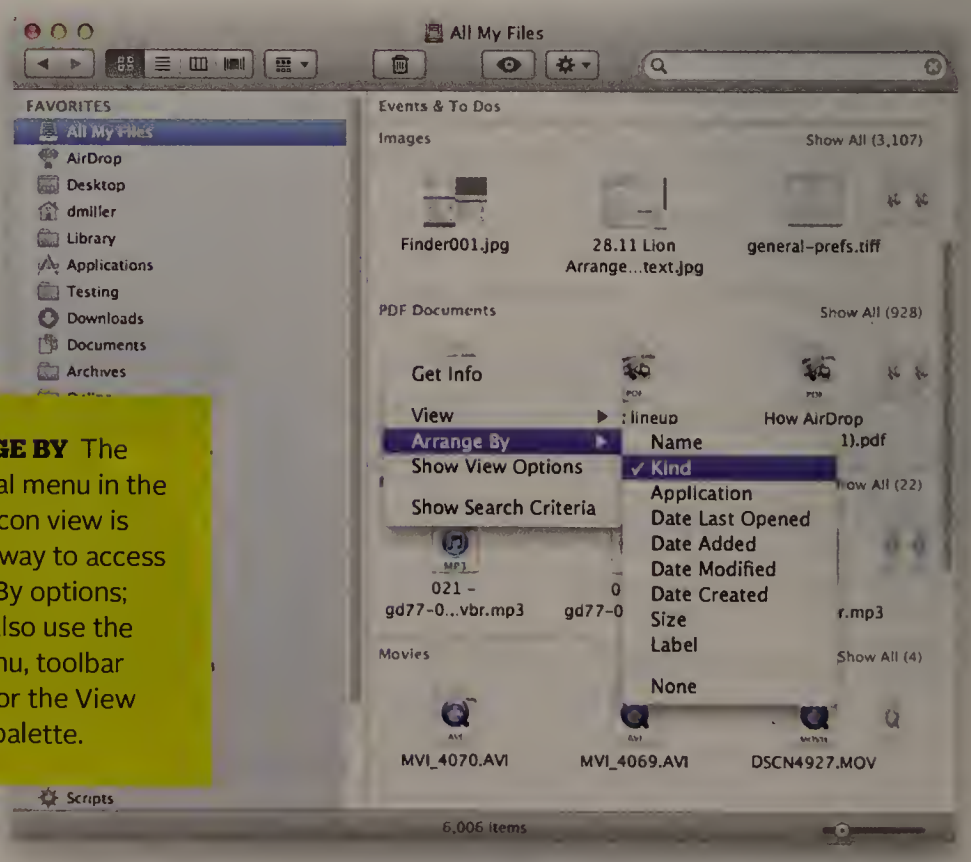
Putting It All Together

When you've organized files just the way you want them in a window in a view of your choice, you can tell OS X to *always* use those options any time you use that view: Open the View Options palette and click on Use As Defaults at the bottom. (You can't do this in Column view.) The settings in your current window should then be applied in all windows opened in Icon view, for example. (You can undo this by pressing the Option key in View Options; doing so changes Use As Defaults to Restore To Defaults.) However, in my testing these settings didn't always stick; I know other people who have experienced the same thing.

You can also choose a specific view for certain folders. To do this, open the folder, choose the view you want, and then, in the View Options palette, select Always Open In *viewname* View. Again, this works most of the time, but not always.

As you can see, these organizing tools can be confusing. Apple's help documents admit as much: They recommend that you, "Choose View ▸ Show View Options, and then try selecting the checkboxes and radio buttons and choosing from the menus. The changes take effect immediately, so you can see the results of your choices." In other words, click around to see what happens.

The same help file does nothing to explain the differences between Arrange By, Sort By, and Clean Up By, or their myriad permutations. The best advice is to find a look you like and stick with it as much as possible; the more you try to customize each and every view, the more likely your changes will go awry. But if you do take the time to experiment, you may find these new organizing tools make managing files easier than ever.



ARRANGE BY The contextual menu in the Finder's Icon view is only one way to access Arrange By options; you can also use the View menu, toolbar buttons, or the View Options palette.

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Learning Lion's Gestures

Remember the metaphors, and practice, practice, practice

BY DAN MILLER

Gestures—tapping and swiping fingers on a Multi-Touch trackpad to interact with your Mac—aren't new. OS X has supported them in some form for a while now. But many of us still don't use them. Maybe we don't have the right hardware. Or maybe we've seen no compelling reason to switch from the familiar mouse-and-keyboard interface that's burned deeply into our muscle memory.

But if Lion is any measure, gestures are becoming an increasingly important part of the Mac interface; someday, they might replace the mouse entirely. So Lion's launch is a perfect opportunity to make the switch—or at least to become conversant in this interactive language. And even if you've been swiping and tapping for years, you'll still need to adjust to Lion's new vocabulary.

Why Learn Gestures?

To people who've never used a trackpad, Lion's use of gestures might seem pointless. Why swap something that works—the trusty combination of mouse and keyboard—for something just because it's new?

To be honest, you don't *need* to switch at all. Almost everything you can do with gestures in Lion can be done with a keyboard and mouse.

But as I said before, Apple seems intent on making gestures an important part of the Mac interface. You could stubbornly refuse to learn gestures or even to acknowledge their existence. But eventually you'll become like one of those people who's still using OS 9.

Assuming that you're willing to join the future, how do you go about learning gestures if you've never used them before? First, of course, make sure you have the requisite hardware—a MacBook with Multi-Touch trackpad or any Mac with a Magic Trackpad.

The second step is to fix in your mind the benefits you will accrue from learning them. I've spelled out one of them already—they're the future, and you'll be a fossil without them. But there are more practical reasons, too. Believe it or not, some of us have grown to *like* gestures—particularly when they do as much as they do in Lion. Gestures often let you do with one tool things that required two (a mouse and a keyboard) before. And if you commonly switch between a laptop and a desktop, you can use the same interface for both. In other words, a trackpad could actually make you more productive.

Need another rationale? Consider this: There's evidence that learning new skills is good for your brain's long-term health. I'm not saying that learning to use a trackpad will make you smarter—but it can't hurt.

Learn Deliberately

The next key to learning to use gestures is to be purposeful about it. You might pick up gestures eventually by using them

Keyboard and Mouse Equivalents

OPERATION	GESTURE	KEYBOARD STROKE AND/OR MOUSE CLICK
Click	one-finger tap	Single-click with mouse
Double-click	one-finger double-tap	Double-click with mouse
Control-click	two-finger tap	Control-click or right-click
Scroll	two-finger scroll	Use mouse's scrollwheel
Drag item	three-finger drag	Click and hold and then drag
Look up definition	three-finger double-tap	Hover mouse pointer over a word and then press ⌘-Control-D
Zoom in/out	two-finger pinch/two-finger double-tap	Control-mouse scrollwheel or ⌘-Option-Equal Sign (=)/⌘-Option-Minus Sign (–)
Rotate	two-finger rotate	Click on Rotate button or Rotate menu item (depending on app)
Swipe between pages	two-finger scroll left/right	⌘-Left Arrow/⌘-Right Arrow or ⌘-Page Up/⌘-Page Down (depending on app)
Swipe between full-screen apps	three-finger swipe left/right	Control-Left Arrow/Control-Right Arrow
Mission Control	three- or four-finger swipe up	F9; Fn-F3; Control-Up Arrow
App Exposé	four-finger swipe down	F10; Control-Fn-F3; Control-Down Arrow
Launchpad	pinch with three fingers and thumb	Click Launchpad in the Dock or move cursor to hot corner
Show desktop	spread with thumb and three fingers	F11; ⌘-Fn-F3
Show Dashboard	three- or four-finger swipe right from Desktop 1	F12

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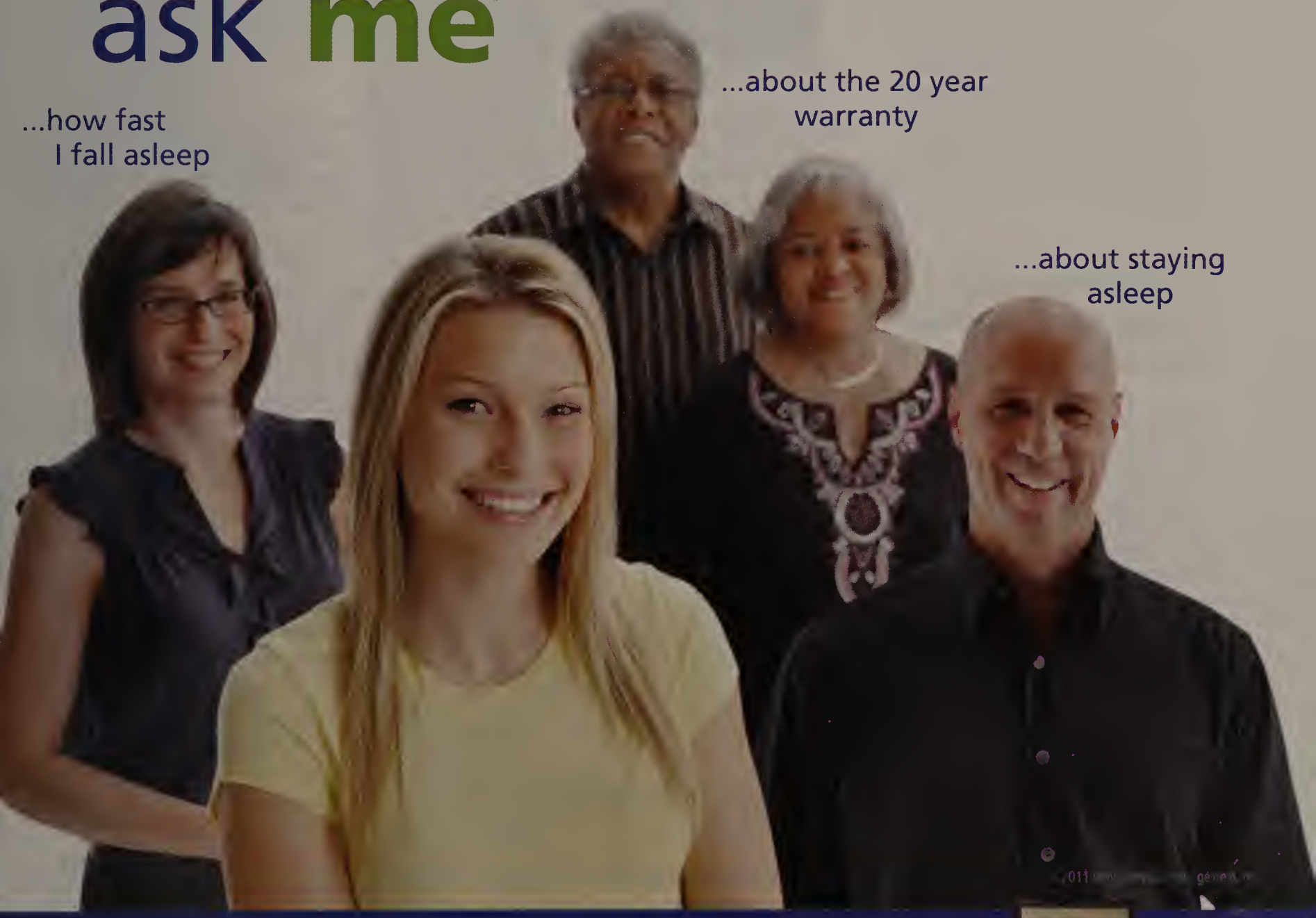
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haphazardly—but you'll learn more quickly if you do so deliberately.

For example: Choose a gesture you want to learn and a pick a day when you'll start learning it. Then, on your chosen day, stop whatever you're doing once every hour or so and spend a minute or two repeating the gesture. Repetition is important. So is a consistent *context*: If you practice for a while at the office and then a while at home, it won't be as effective as if you do it all at work. Repeat as necessary.

Gestures and Their Metaphors

Now that you're clear about why you're learning to use gestures and committed to taking the time to do so, the next step is to divide them into two groups, each of which demands a slightly different learning strategy.

The first group contains those that you might call "natural": The effect of the gesture mimics the gesture itself. Put another way, such gestures embody clear and simple metaphors.

The most obvious of these is the two-finger scroll—especially now that the scrolling direction has changed. You can imagine that you're pushing the page up higher on the screen when you slide your two fingers up the trackpad. The three- or four-finger sideways swipe to move from one virtual desktop to another is similar: You can imagine that you're moving one desktop aside and pulling another one onto your screen. In each case, there's a connection between what your fingers do and what happens on the screen. The more you keep those metaphors in mind, the easier it'll be for you to learn.

Among the gestures that I'd put in the "natural" class are the two-finger pinch and the reverse pinch to zoom in and out (think of stretching and compressing whatever you're looking at); rotating images with two fingers; swiping between pages (the pages are on a horizontal band, you're pushing one to the side to see the next); swiping between full-screen apps (same here, only with apps and desktops); and spreading the thumb and three fingers apart to expose your desktop (you're flinging aside open windows to see what's underneath).

Some people might also include the pinch-with-thumb-and-three-fingers that summons Launchpad and the three- or four-finger swipes up and down to see Mission Control and App Exposé, respectively. I haven't been able to come up with a good working metaphor for those; maybe you can.

You might have your own mental images of what each gesture does. It doesn't really matter what the metaphor is, as long as you have one. To learn these "natural" gestures, follow the routine described above—remember the benefits, practice repeatedly—and keep those metaphors in mind as you do.

The Unnatural Ones

That leaves a bunch of gestures that don't have any metaphorical match between action and effect. Fortunately, several of them correspond to things you've traditionally done with the mouse.

For example, to click on an on-screen button with a mouse, you move the cursor over it and click with a mouse button; on the trackpad, you move the cursor over the button and click or tap with one finger. To summon contextual menus with a mouse, you Control-click (or right-click); using the trackpad, clicking or tapping with two fingers (or clicking one of the trackpad's lower corners) does the same thing. To drag something on screen with a mouse, you click, hold, and drag; a three-finger drag across the trackpad can do the same thing.

In these cases, you're remapping a single on-screen result from a mouse movement to a trackpad gesture. As with gestures you already know, such remapping is easier than learning something entirely new. To learn these mouse-like gestures, again you just need to practice purposefully; but instead of keeping a metaphor in mind, think of the mouse gesture you're replacing.

Finally, there are those Lion gestures that have no good metaphors and no mouse equivalents: double-tapping with three fingers to do a dictionary lookup, double-tapping with two fingers to zoom, and (for some) those three- or four-finger up and down swipes to invoke Mission Control and App Exposé. To learn those, you'll have to rely on rote practice. They just might take a little longer to learn than the other gestures. But if you want to learn them, you can.

That's actually an important thing to keep in mind when you're learning gestures in general: It takes time to retrain your fingers and hands, and you'll feel clumsy in the process. When you're feeling fumble-fingered, remind yourself that once upon a time you learned to use a mouse. There's nothing natural about that at all. (Remember those stories of novice users trying to move the cursor by holding the mouse up to the screen?) Thanks to thousands of repetitions, those mouse moves are second nature to you now, while gestures feel utterly foreign. But if you learned to use a mouse, you can learn to use gestures, too.

(For a downloadable PDF illustrating and explaining Lion's Multi-Touch gestures, go to macworld.com/7475.)

Dan Miller is the editor of *Macworld*.

Gestures that Have Changed

OPERATION	IN SNOW LEOPARD	IN LION
Zoom in/out	Control plus a two-finger swipe up/down	two-finger pinch
Show desktop	four-finger swipe up	spread with thumb and three fingers
Show all windows (Exposé, Mission Control)	four-finger swipe down	three- or four-finger swipe up
Four-finger swipe left/right	open Application Switcher	switch between full-screen apps

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The Invisible Library

By default, your Library folder is hidden in Lion. Here's how to get it back.

BY DAN FRAKES

Inside your home folder is a Library folder that stores your personal application-support files and, in some cases, data. The files and folders in this Library folder are generally meant to be left alone, but if you've been using Mac OS X for a while, chances are you've delved into it at some point. Perhaps you wanted to tweak a setting. Or maybe a developer asked you to delete a preference file or grab a log file while troubleshooting a program. Whatever the reason may have been, accessing your Library folder was simple: You just navigated to it in the Finder (*youruserfolder*/Library).

But if you've upgraded to Lion, accessing your personal Library folder isn't so simple. The folder is still there, but Apple has hidden it—presumably so people unfamiliar with the inner workings of Mac OS X wouldn't muck about in there and then require tech support to make things right. It's the same reason Apple has always hidden the folders containing OS X's Unix underpinnings—**/bin**, **/sbin**, **/usr**, and the like.

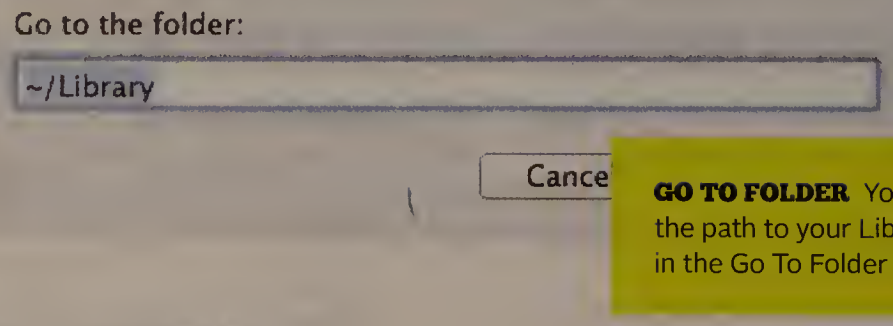
(Why didn't Apple also hide the Library folder located at the root level of your drive, which holds systemwide support files? Most likely because only admin users can modify that Library folder, and Apple assumes that a user who has admin-level privileges probably knows what he or she is doing. That's a questionable assumption.)



GO TO RECENT FOLDERS If you've opened the Library folder by any method recently, you can go back to it by opening the Finder's Go menu and selecting Recent Folders.

While I understand Apple's motives—I've had to troubleshoot many problems in which an inexperienced user had munged the contents of their Library folder on their Mac—there are plenty of valid reasons you might need to access yours. Fortunately, there are plenty of ways to access and unhide it. The way(s) you choose will depend largely on how often you'll need access.

And note: The techniques described here can be used for all kinds of different troubleshooting jobs.



GO TO FOLDER You can type the path to your Library folder in the Go To Folder dialog box.

View It Occasionally

If you'll only need to visit your Library folder once in a while—just when the need arises—try the following:

Use Go To Folder

In the Finder, select Go ▸ Go To Folder (or ⌘-Shift-G), type **~/Library**, and click Go.

Option-Click the Go Menu

Hold down the Option key, and then open the Go menu; your Library folder magically appears in the menu.

The open Command

Launch Terminal (in /Applications/Utilities), type **open ~/Library**, and press Return.

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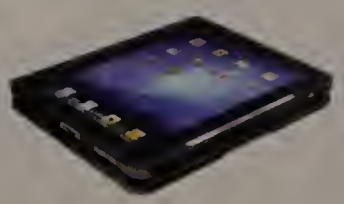


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From Inside an Application

Some applications that store files in the Library folder (usually in *youruserfolder*/Library/Application Support) provide ways to open those support folders. For example, you can do this through AppleScript Editor's preferences. Launch AppleScript (in /Applications/Utilities), choose AppleScript Editor ▸ Preferences, and then activate the Scripts menu. Then, from the scripts menu-bar item, select Open User Scripts Folder. Once that folder is open in the Finder, you can navigate up the folder tree to your Library folder (by Control-clicking or right-clicking the icon next to a filename in the Finder window's title bar, by pressing ⌘-Up Arrow, or, in Column view, by scrolling to the left).

Use an AppleScript

Launch AppleScript Editor, create a new script document, and enter the command `do shell script "open ~/Library"`. Save the script in Script file format in your Scripts folder (*youruserfolder*/Library/Scripts—ironically, you'll need to use the Go To Folder shortcut [⌘-Shift-G] to get to that folder).

Use a Launcher

Most launcher utilities—including Alfred (★★★★½; macworld.com/a/157147), Butler (★★★★★; macworld.com/a/131536), and LaunchBar (★★★★★; macworld.com/a/151130)—let you quickly open folders. For example, LaunchBar will let you assign a keyboard shortcut to open the Library folder; then press the shortcut to open the folder.

Use the Recent Folders Menu

If you've accessed the Library folder recently, open Go ▸ Recent Folders.

Put It in the Dock

Once you've opened the Library folder in the Finder, drag its icon from the Finder window's title bar (or from the Finder window in Column view) to the Dock.

Put It in the Finder Window's Toolbar

Once you've opened the Library folder in the Finder, make sure Finder toolbars are enabled (View ▸ Show Toolbar) and then drag the Library folder's icon onto the window's toolbar. You may need to hold the icon over the toolbar for a moment before the plus-sign (+) icon appears.

Put It in the Sidebar

Once you've opened the Library folder in the Finder, make sure the Finder Sidebar is enabled (View ▸ Show Sidebar) and then drag the Library folder's icon to the Favorites section.

Make an Alias

Once you've opened the Library folder in the Finder, hold down ⌘-Option and drag the Library-folder icon from the Finder window's title bar to your desktop. (If you're in the Finder's Column view, you can ⌘-Option-drag it from inside the Finder window to your desktop.) This creates an alias to your Library folder; you can place this alias anywhere you like.

Create a Symbolic Link

Launch Terminal, type `ln -s ~/Library ~/Desktop/Library`, and then press Return. This creates a symbolic link on your desktop to your Library folder. You can place this link anywhere you like.



GO MENU If you hold down the Option key and then open the Go menu, you'll see the Library folder.

Use a Third-Party File Utility

A number of third-party file browsers and Finder substitutes, including Path Finder (★★★★; macworld.com/a/136781), include the option to show invisible files in their file listings.

Create a Keyboard Shortcut

Launch System Preferences and click the Keyboard pane. Select Application Shortcuts in the left column. Click the plus-sign (+) button below the list of shortcuts on the right. In the resulting

View It Frequently

There are ways to make accessing the Library folder easy without making it permanently visible. In some cases, you must first access the Library folder by using one of the techniques mentioned earlier—you can't keep the folder accessible until you've accessed it at least once.

TIP

An Animated Discussion

When a new window opens in Lion, it has a zooming animation effect that looks like it came straight out of iOS. If you hate the animation—whether for the real or perceived delay it may cause, stylistic concerns, or something else—you can turn it off. Type the following command in Terminal (type it all on one line):

```
defaults write NSGlobalDomain
NSAutomaticWindowAnimationsEnabled -bool false
```

You guessed it: Swap `true` for `false` to go back to zooming.

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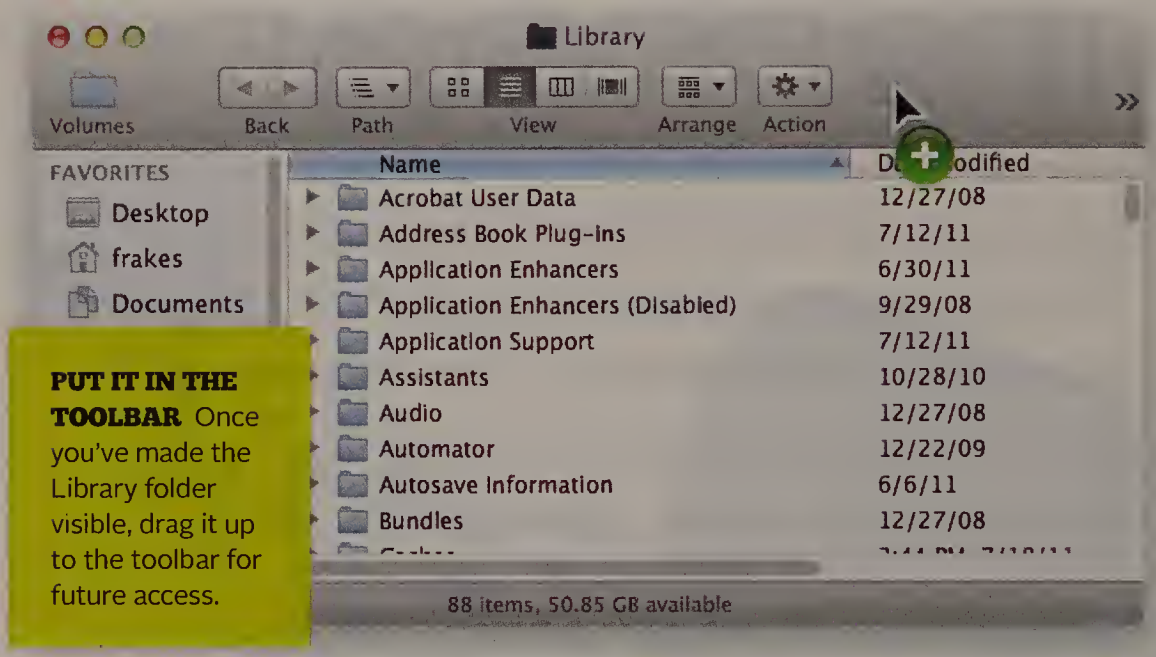
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PUT IT IN THE TOOLBAR Once you've made the Library folder visible, drag it up to the toolbar for future access.

dialog box, choose Finder.app from the Application pop-up menu. Type **Library** in the Menu Title field, click in the Keyboard Shortcut field, type your preferred shortcut (I use ⌘-Shift-L), and then click Add. You can now access your Library folder by pressing your keyboard shortcut.

Make It Visible Permanently

If you're saying, "Show me the Library folder *all the time*," here's how to make that happen.

Change the hidden Setting with Terminal

Launch Terminal, type **chflags nohidden ~/Library**, and press Return. If you want to hide it again, use **chflags hidden ~/Library**.

Change the hidden Setting with a Utility

Many third-party file browsers and Finder substitutes that let you view invisible files and folders also let you change their visibility status permanently. So you could, for example, browse to your invisible Library folder in Path Finder, use Path Finder's Get Info command, and uncheck the Invisible attribute. Another utility that will do much the same thing is the free Invisiblix (www.read-write.fr).

Many third-party "tweaking" utilities, such as TinkerTool System (★★★★½; macworld.com/a/158800), have been updated for Lion and include a checkbox



for making the Library folder visible. There are also some Lion-specific utilities, such as Lion Tweaks (3½; macworld.com/a/162215) that will do the same.

Change the hidden Setting with an AppleScript

Open AppleScript Editor, type (all on one line) **`tell application "System Events" to set visible of folder "~/Library/" to true`**, and click the Run button in the toolbar. To make the folder invisible again, use the same command, changing **`true`** to **`false`**. You can, of course, save these scripts and run them anytime.

Toggle the hidden Setting with an AppleScript

Even better, create an AppleScript that *toggles* the invisibility of the Library folder:

```
tell application "System Events"
    set libvis to (get visible of folder "~/Library")
  end tell
  if libvis = false then
      tell application "System Events" to set visible of folder "~/Library/" to true
  else
      tell application "System Events" to set visible of folder "~/Library/" to false
  end if
```

Show All Hidden Files

This is the nuclear option: By enabling this option, the Library folder will always be visible—along with thousands of other hidden files. Launch Terminal, type **`defaults write com.apple.Finder AppleShowAllFiles true`**, and press Return. Relaunch the Finder by typing **`killall Finder`** in Terminal. (Or hold down the Option key and Control-click on the Finder icon in the Dock; choose Relaunch from the Dock menu that appears.) To reverse this, do the same thing, but replace **`true`** in the Terminal command with **`false`**. Many third-party utilities, including ShowHiddenFiles (macworld.com/7473) and UnHidden (macworld.com/7474), let you toggle this setting with a click.

Be Safe in There

Whichever method you use to reveal your personal Library folder, remember to be careful once it's visible. Deleting or moving the wrong file(s) inside this folder could cause an application to misbehave (or, in the case of things like panes in System Preferences, to disappear altogether), lose its settings, or even lose its data.

Dan Frakes is a senior editor for *Macworld*.

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Taming Mail in Lion

OS X 10.7's new email app is a very different beast

BY JOE KISSELL



The Lion version of Apple's Mail (★★★★½; macworld.com/a/161372) not only alters the program's interface but also adds a slew of less obvious new features. Some of those features behave in ways you might not expect. But with a few key pieces of information, you'll be ready to use them to their full potential.

Create Shortcuts for Favorites

Accustomed to pressing ⌘-6 in Snow Leopard's Mail to display the contents of your Junk mailbox? Lion may surprise you: Pressing ⌘ plus any number between 1 and 9 now displays the contents of the corresponding item on the new Favorites bar. (This slim line of text buttons appears below Mail's toolbar. Choose View ▸ Show Favorites Bar if you don't see it.)

To make ⌘-6 display Junk again, drag your Junk mailbox onto the Favorites bar, making sure it's the sixth item from the left. (Conveniently, the Favorites bar contains five items by default). You can use this trick to create easy shortcuts to any Mail folder.

Rename Your Flags

If you've been using flags to mark messages you want to remember or act on, you'll be happy to know that Mail now supports not just one flag, but seven different colors. You can't change those colors, but you can change the flags' names.

To do so, first apply a flag other than a red one to a message—for example, select a message and choose Purple from the pop-up menu in the toolbar. Now look at Mail's sidebar. (If it's not visible, click the Show button on the left side of the Favorites bar.) Here you'll see the Reminders category; it shows flagged messages as well as notes and to-do items. In the Flagged section, look for the flag (in this example, Purple) whose name you want to change. Double-click it, type a new name—for example, Business or Family—and press Return. Repeat as desired for other colors.

Set Out-of-Office Messages

If you use Mail to connect to a Microsoft Exchange account, you can set up an out-of-office message without opening your Web browser. To do this, click the gear icon to get the Action menu (in the bottom left corner of Mail's window) and choose Get Account Info from the pop-up menu. In the window that appears, select your Exchange account from the Account pop-up menu at the top; then click Out of Office. Select the Send Out Of Office Replies checkbox, choose either Until Disabled or While Scheduled from the pop-up menu next to it, and if the latter, fill in the starting and ending dates. Enter your desired message text and close the window.

Manage Conversations

The new Mail has enhanced support for displaying conversations (related strings of messages and their replies). But it's not always clear how to work with conversations, especially if you're using the new default three-column view.

The View ▸ Organize By Conversation command still groups related messages in the message list; it can be enabled or disabled for each mailbox. When it's

enabled, you select a conversation in the message list and view its messages in the preview pane on the right. But beyond that, there are details that could use some explanation:

Expand, Collapse Conversations

When Organize By Conversation is enabled, the message list usually shows just the most recent message; a number in a small bubble indicates the total number of messages. The preview pane shows all the messages, in order. (If a message quotes an earlier one, the quoted text is hidden; click the See More link to display it.)

To skip directly to a specific message in the thread, without having to do a lot of scrolling, select the conversation in the message list and click the tiny arrow next to the number of messages (or press the right-arrow key). To collapse the display, click the arrow again or press the left arrow key. You can do this for all the messages in a given mailbox at once by choosing View ▸ Expand All Conversations or View ▸ Collapse All Conversations.

Change the Message Order

By default, Mail displays conversations in reverse-chronological order. Many users—me among them—prefer to arrange messages with the oldest entries at the top. To change that, choose Mail ▸ Preferences, click Viewing, and deselect the Show Most Recent Message At The Top checkbox. When you return to the conversation view, older messages appear at the top, and newer ones at the bottom.

Move an Entire Conversation

If you want to move all of the messages from a conversation (except those you sent yourself, which remain in your Sent mailbox) to a new mailbox, first make sure Organize By Conversation is enabled for the current mailbox. Select the conversation in the message list and drag it to a new mailbox (or choose a mailbox on the Message ▸ Move To submenu). If Organize By Conversation is disabled, begin by selecting a message in the conversation; the other messages will then be highlighted in the message list. Select all the messages (you can Shift-click to select a contiguous range, or ⌘-click to select noncontiguous messages) and drag them to a mailbox (or use the Message ▸ Move To submenu).

Move One Message

Conversely, when Organize By Conversation is enabled, you may want to move just one message from the conversation to another mailbox. It's possible, but tricky. One way is to hover the pointer over the horizontal line dividing the message header from its content. When it turns into an open hand shape, drag the message to the mailbox of your choice. Alternatively, click in any message within the preview pane to select it (as indicated by a blue outline around that message) and then choose a mailbox from the Message ▸ Move To submenu.

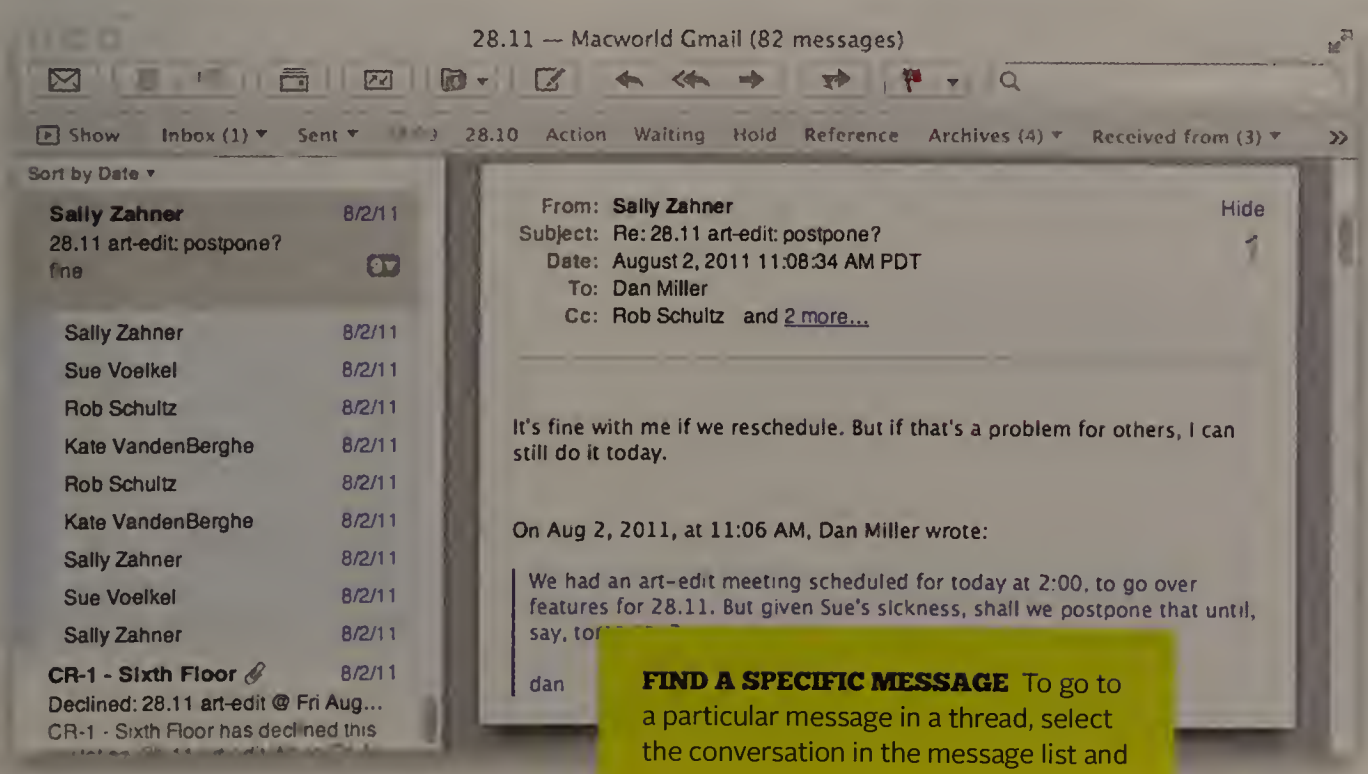
(If you use Indev's Mail Act-On plug-in [4½; macworld.com/a/136278] to file your messages, it ignores individually selected messages and always moves entire conversations when Organize By Conversation is enabled.)

Work with Related Messages

Show Related Messages is an entirely new way of working with conversations in Lion. You can activate it by selecting a message and then clicking the button by that name in the toolbar or by choosing View ▸ Show Related Messages; you can use this feature whether or not Organize By Conversation is enabled.

Show Related Messages displays all of the messages in the thread—including ones you've sent—in the preview pane to the right of a selected message. Messages in the current mailbox are clearly numbered, with older messages having lower numbers.

By default, the display of related messages is fleeting—as soon as you select a message outside the thread or in a different mailbox, the related messages no longer appear, even if you reselect the original message. If you prefer that Mail display related messages all the time, open Mail ▸ Preferences, click Viewing, and select Include Related Messages. This setting is global; you can't turn it on for just certain mailboxes or messages.



FIND A SPECIFIC MESSAGE To go to a particular message in a thread, select the conversation in the message list and click the tiny arrow next to the number of messages.

Senior Contributor **Joe Kissell** is the senior editor of TidBits and author of the ebook *Take Control of Upgrading to Lion* (TidBits Publishing, 2011; www.takecontrolbooks.com).

Ten Safari Shortcuts You Should Know

Browse better with these essential time-savers

BY KIRK MCELHEARN

I'm a keyboard guy. While I like my Magic Trackpad, and the trackpad on my MacBook Air, I do as much work as I can from the keyboard. To that end, I use Objective Development's LaunchBar (⬆⬆⬆⬆⬆; macworld.com/7109) to launch applications, open files, and more with a few quick keystrokes. I've also made a point of learning dozens of shortcuts for each of the apps I use most.

Safari is no exception. Since it's easier to use the keyboard—no need to move my hand to my trackpad—I've memorized a handful of useful shortcuts for browsing the Web. Here are ten that I think are essential. (These work in both Snow Leopard and Lion as long as you have Safari 5 or later.)



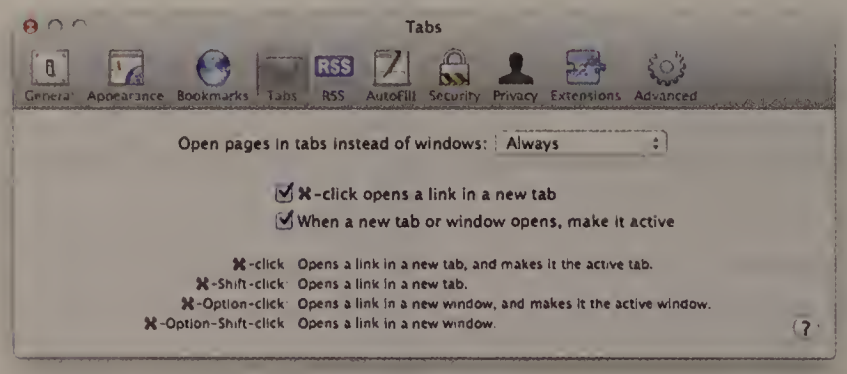
ILLUSTRATION BY JESSE LEFKOWITZ

1: Quickly Enter URLs

When I want to type a URL, I don't use a mouse or trackpad to click in the address field, clear it, and then type. I just press ⌘-L, and all the text in the address field is selected, so whatever I type replaces it immediately. Start typing a URL for a favorite site, and Safari autocompletes it by looking at your history or bookmarks. If Safari displays a list of sites, you can use the up and down arrow keys to choose the right one, and then press Return to go there.

2: Search in a Snap

Like most everyone, I search the Web with Google all the time. But I don't use the mouse to click in the Google search field before I do so. Instead, I simply press ⌘-Option-F, which moves the cursor straight to the search field. This shortcut works in many Apple programs, including Mail, iTunes, Address Book, and more.



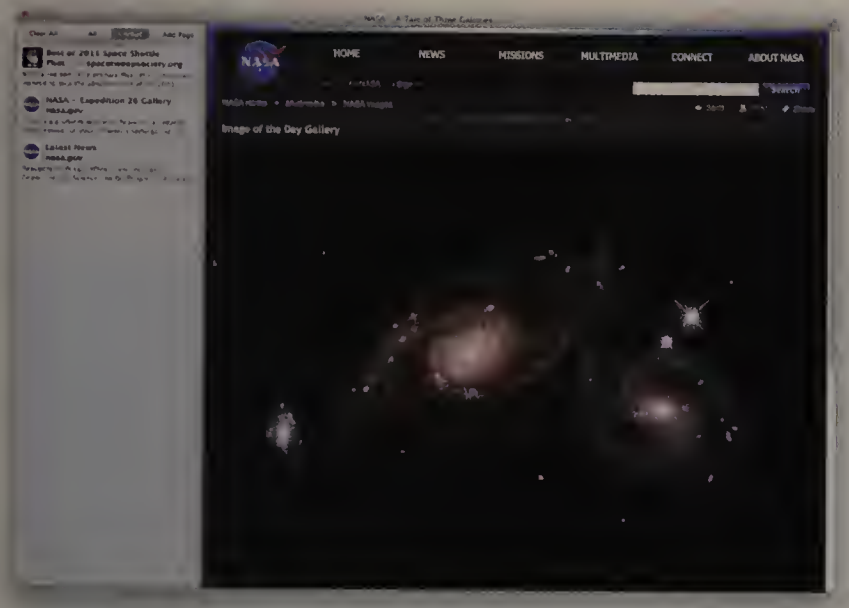
Specify Your Preferences Safari's Tabs preferences let you choose how you want tabbed browsing to work, and show you the available keyboard shortcuts according to your settings.

3: Hop to Your History

There are times when I want to go back to a webpage that I visited recently but I can't remember its URL. I could open the History menu with the mouse or trackpad. But pressing ⌘-Option-2 takes me directly to the History list and puts the cursor in its search field. I can then type a word or two and narrow down the list to find the site I want. Double-clicking an entry in the History list takes me to that page; if that's not the one I want, I can press ⌘-Option-2 again to go back to the History list.

4: Scroll with the Spacebar

When I get to my favorite webpage, I rarely bother to use scrollbars, or even my trackpad, to scroll. Instead, I just press the spacebar, and Safari scrolls down one screen. If I need to go back up



Reading List Save links for later in Safari 5's new Reading List.

a screen? I press Shift-Spacebar. It's fast and efficient, and doesn't make me dizzy watching the page move up and down.

5: Manage Tabs

Safari's tabbed browsing is a practical way to have several webpages open at once without getting confused by multiple windows. Not surprisingly, there's a lot you can do with tabs (and windows) from the keyboard. Go to Safari ▸ Preferences and click on Tabs to see a list of shortcuts you can use.

The one I use most is ⌘-Shift-click, which opens a new tab in the background. I use this a lot when I'm doing research on the Web and want to open several pages from search results without looking at each one right away. To open a tab in the front, use ⌘-click. (These shortcuts are reversed if you don't select the When A New Tab Or Window Opens, Make It Active option.)

6: Navigate Your Tabs

Once I have a bunch of tabs open in Safari, I usually want to move from one to another, but I don't want to use the mouse for that. Pressing ⌘-Shift-Left Arrow or ⌘-Shift-Right Arrow will take you from one tab to the other. Just make sure that your cursor isn't in a text field on any window displayed in a tab; if so, this shortcut will hit a dead end when it reaches such a window.

7: Email a Webpage (or URL)

Sometimes I want to email a webpage I've found to a friend. Pressing ⌘-I does the trick; it takes the content of the page and sends it to the person in a new message in Mail, with the page's title as the message subject. If you just want to send a link, use ⌘-Shift-I.

8: Save Pages for Later

New in Safari 5 is the Reading List, a sort of temporary bookmark list that you can use for pages you want to come back to and read later. If you press ⌘-Shift-D, you can add the current page to the Reading List. You'll see an animation of an icon flying from the page to the little eyeglasses icon on the left side of the Bookmarks toolbar.

9: Save Links for Later

The previous shortcut works with pages you have open in the browser. You can also add links—from search results or other webpages—that you haven't even opened. To add a linked page to the Reading List, hold down the Shift key and click on the link.

10: View the Reading List

To view the Reading List, you can click on the eyeglasses icon in the Bookmarks toolbar, assuming the icon is visible. However, since we're discussing keyboard shortcuts, use the easier method of just pressing ⌘-Shift-L instead.

Shortcuts like these make your Web browsing faster and easier—and there are plenty I haven't even listed here. To find the keyboard equivalents of the commands you use most often, just look through Safari's menus; almost every command has a shortcut.

Senior Contributor **Kirk McElhearn** writes about more than just Macs on his blog, Kirkville (www.mcelhearn.com). He is also the author of *Take Control of Scrivener 2* (TidBits Publishing, 2011; www.takecontrolbooks.com).

Brooklyn Industries City Bag Medium

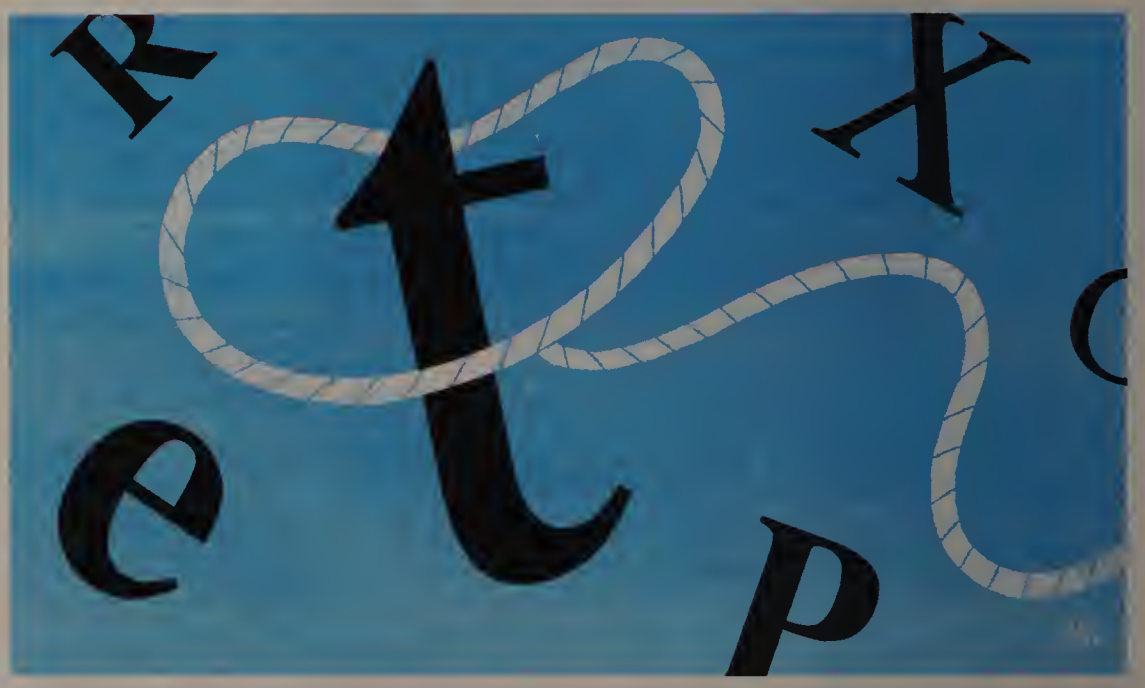


If you're looking for a stylish, efficient messenger bag to cart around the city, Brooklyn Industry's $58 City Bag Medium (www.brooklynindustries.com) might be perfect. The City Bag is made from nylon with waterproof coating, making it suitable for any weather. With its single Velcro-style flap, it looks like a classic messenger bag. The adjustable strap is crafted out of a seat belt, making it strong but comfortable. The main compartment measures 14 inches across, 12 inches tall, and 5 inches deep. Although the bag doesn't have a padded notebook compartment, a divider secured with another Velcro-like closure snugly stabilizes your computer; if the lack of padding worries you, a 13-inch laptop in a thin, padded sleeve still fits nicely. That said, while the City Bag is well designed and handsomely crafted, it doesn't have much structure—if it's not fairly full, it sags and loses its shape.—**STEPHANIE KENT**

Favorite Text-Selection Tips

Zip through text tasks with these selection tricks

BY SHARON ZARDETTO



Some people are flawless typists, even applying formatting as they go along; the rest of us have to go back and select text to change it. Everybody knows the basics: Double-click to select a word; drag across any swath of text to select it; or Shift-click to make a selection starting at the insertion point or to alter an existing selection. But learning a few more tricks can save you lots of time. These tips work in Apple's Pages and TextEdit, as well as in Microsoft Word. Some of them even work in Apple's Mail and Safari. (They all work in both Snow Leopard and Lion.)

Shift to Select as You Go

If you can move your cursor to any spot in your text by using the keyboard, you can simultaneously select the text you pass over by holding down Shift as you move the cursor. So, using the left or right arrow key to move a character at a time as you press Shift lets you select one character at a time to the left or right; Shift plus the up or down arrow key lets you select upward or downward from the insertion point.

Grab the Beginning, or the End

Do you hate your introductory text but find that you hit your stride in the middle of your essay? Press Shift-Home to select everything from the current cursor position to the beginning of the document and then delete it. Shift-End highlights everything from the insertion point to the end—so you can delete a weak conclusion. No Home or End key on your keyboard? In Pages and TextEdit, you press Shift-Fn-Left Arrow or Shift-Fn-Right Arrow to select to the beginning or the end, respectively, of the document. Word 2011 doesn't support the standard Fn-Left Arrow and Fn-Right Arrow as substitutes for Home and End, and has mapped those combos to move the cursor to the beginning and the end of the current line.

Easily Add to Your Selection

Double-click to select a word or triple-click to select a paragraph. Forgot to select something? In Word and TextEdit you can then Shift-click anywhere in the document to include additional complete words or paragraphs. This is particularly handy in Word, which lets you select a full sentence with a ⌘-click, so Shift-clicking lets you add complete sentences. (This doesn't work in Pages.)

Cardinal	Ordinal
1	first
2	second
3	third

Cardinal	Ordinal
1	first
2	second
3	third

Select a Rectangle Trying to select a column of text? Option-drag to select a rectangular section of text and then format it as you like.

Select Whole Words from the Keyboard

Did you know that you can jump to the beginning or end of a word by pressing Option-Left Arrow or Option-Right Arrow? Another Option-arrow press jumps you ahead or back another word. Add the Shift key to the mix (Shift-Option-Left Arrow or Shift-Option-Right Arrow), and you can select a word at a time and then use the keyboard to format it or delete it.

Choose Noncontiguous Text

Just as you can ⌘-click to select noncontiguous items in a Finder window or dialog box, you can select noncontiguous text with the ⌘ key. Want to boldface various words? Just ⌘-double-click on each, and format them in one fell swoop. You can also ⌘-triple-click on noncontiguous paragraphs, or ⌘-drag to select various phrases.

You can do more than just format noncontiguous selections. Choose Edit ▸ Copy (⌘-C) to copy them, and when you paste them elsewhere (⌘-V), they appear as a list.

Select a Rectangular Area

You can select a rectangular area of text anywhere—even in the middle of a paragraph—by pressing Option as you drag. This is incredibly handy when you're working with tab-separated columns of text: You can select a column to format it differently (in italics, say), delete it, or move it.

ILLUSTRATION BY JESSE LEFKOWITZ



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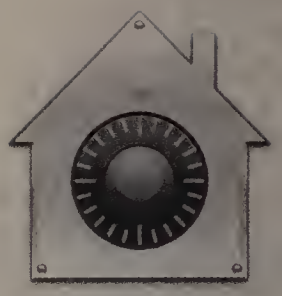
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Lock Down Your External Drives



Keep data secure by encrypting drives with Lion's FileVault 2

BY ROMAN LOYOLA

If someone wanted to steal your data, they could just pick up your external drive and walk away. But you can keep your information secure by using Lion's FileVault 2 to encrypt the data on your drive. Once encrypted, a drive will require a password from anyone trying to access its data.

FileVault 2 can encrypt external drives connected via USB and FireWire. To encrypt your drive, you need to reformat it in Disk Utility (found in /Applications/Utilities). If you want to encrypt a hard drive that has data on it already, you must first back up the drive before reformatting it, and then once you've reformatted it, copy the data back to it.

External drives must be formatted using the HFS+ file format for FileVault to work. That's a problem only if you want to use the drive with both a Windows PC and a Mac. Drives that use the FAT file format can't be encrypted using FileVault. During our testing, encrypted external hard drives also could only be used with Macs running Lion.

Reformat Your Disk

To encrypt an external drive, connect it to your Mac, wait until it mounts on your desktop, and then launch Disk Utility. In that program's left column, you'll see a list of your Mac's storage devices. Your external drives should be listed there. Select the one you want, and then click the Erase tab in the section to the right.

Can I Encrypt This Drive?

I have lots of data on my drive already.	You must back up your data and then recopy it to the drive after encrypting it.
I sometimes use my external drive with a Mac that's running an older operating system.	Drives encrypted using FileVault 2 work only with Macs running OS X 10.7 (Lion).
I use my external drive with both a Mac and a Windows computer.	To work across platforms, a drive must be formatted using the FAT file format. FileVault requires the HFS+ format, so you can't encrypt your drive.

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In the Format pop-up menu, you'll see two new disk formats. In addition to the standard ones—Mac OS Extended (Journaled), Mac OS Extended (Case-sensitive, Journaled), MS-DOS (FAT), and ExFAT—there are also Mac OS Extended (Journaled, Encrypted), and Mac OS Extended (Case-sensitive, Journaled, Encrypted).

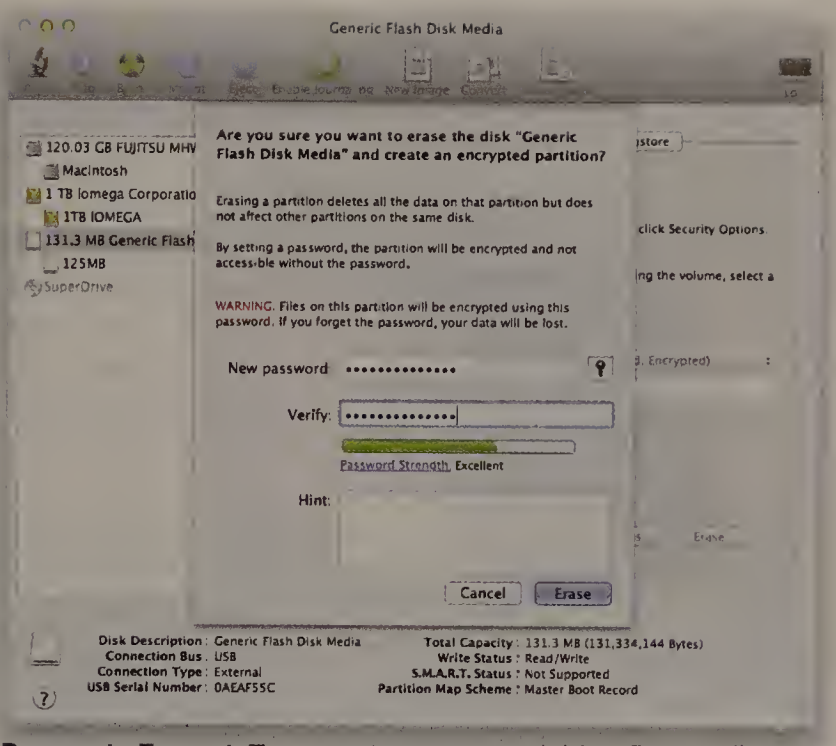
In most cases, you should choose Mac OS Extended (Journaled, Encrypted). The other new format lets you do things like have files named 2011taxes.txt and 2011Taxes.txt in the same folder.) Provide a name for the drive, and then click Erase.

Set Up a Password

A window will appear, asking you to confirm that you want to create an encrypted volume. You'll need to provide a password—the one you'll enter whenever you mount the drive, so be sure to memorize it. If you enter the wrong password or don't enter one at all, you won't be able to access the data.

After you enter and confirm the password, click Erase. This starts the formatting process, which takes several minutes. Once the drive is formatted, enter the password.

At the password-entry window, you can choose to save your password in your keychain, but think twice before doing so: Storing the password means that you won't have to enter it to mount the drive from your Mac, but someone else could access the drive a lot easier from that Mac. And if you try to attach the encrypted drive to another Mac that doesn't have your keychain information, you'll need to enter your password again.



Prepare to Encrypt To encrypt your external drive, first you'll need to reformat it. Make sure to copy all data to another drive first.



REVIEWS

Hardware and Software for All Your Business Needs



HARDWARE

Brother MFC-9970CDW △

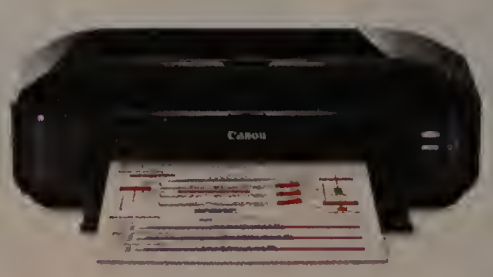
The Brother MFC-9970CDW color laser multifunction printer tackles the full laundry list of small-office printing, copying, scanning, and faxing needs, outdoing every competitor in its price range and offering inexpensive toner to boot. The only thing wrong with this picture is, well, the picture: The MFP's photo quality is middling, and its color scans can be dark. In addition to USB and ethernet connections, the MFC-9970CDW has Wi-Fi, still a rarity among color laser MFPs. In our speed tests, the printer produced plain text with a few simple grayscale graphics at 15.8 ppm; a high-resolution, full-size color photo came out at 1.3 ppm. The output quality is fine for most office chores: Text and monochrome copies looked good, but color images were yellowish and, at times, blotchy. Color scans were disappointingly dark. The MFC-9970CDW's standard-size black ink cartridge costs 2.5 cents per page; each 1500-page color ink cartridge costs 4.7 cents per page. A four-color page costs 16.7 cents. This printer offers enough bells and whistles for many small offices to overlook its shortcomings.

●●●½; $700; Brother, www.brother-usa.com

Canon Pixma iX6520 ▷

The Canon Pixma iX6520 is a wide-format inkjet printer aimed at small offices that want to produce colorful marketing materials or big spreadsheets. But unlike most of today's inkjet printers, the iX6520 offers few extras. It's merely average in speed. Printed text on plain paper looked good, if not quite laser sharp; even tiny text was very legible. Color photos printed on Canon's own Pro Platinum Photo Paper looked great, but those same photos printed on plain paper were faded and undersaturated, displaying a pinkish-orange cast. Replacement cartridges cost $66. Based on Canon's yield claims, that means 4-by-6-inch photos should use about 24 cents' worth of ink, and letter-size documents with both graphics and text around 13 cents—about average. Still, if your small office needs to print large photos and spreadsheets, the Canon Pixma iX6520 is worth a look.

●●●½; $200; Canon, usa.canon.com

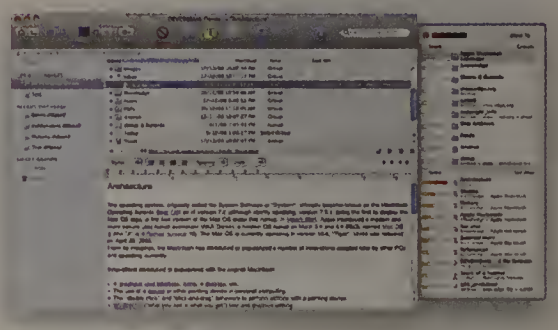


Western Digital My Passport Essential Blue 500GB ▷



It's small, blue, and fits in the palm of your hand. The My Passport Essential from Western Digital is easy to use and quiet as can be, and it offers read speeds that closely rival those of other drives in its category. The drive performed admirably, especially in our USB 2.0 file-reading tests. It read a 2GB folder at a rate of 37.2 mbps, close to the 37.7-mbps high mark notched by the top-ranking G-Drive Mobile USB (●●●●; macworld.com/7464), and copied a 2GB file back to our test bed at 39.4 mbps. Shaped like an iPod classic, the device measures 4.3 by 3.25 inches and just 0.5 inch in depth, with rounded corners that give it a clean look. It weighs a mere 0.35 pound. While the shiny plastic casing is pleasing, it's also unfortunately prone to smudges and scratches. If blue isn't your color, don't worry—Western Digital offers the drive in three other colors. It also ships with a USB 3.0 cable (which you can plug into a USB 2.0 port), a two-year limited warranty, and technical support and warranties guides.

●●●●; $100; Western Digital, www.wdc.com

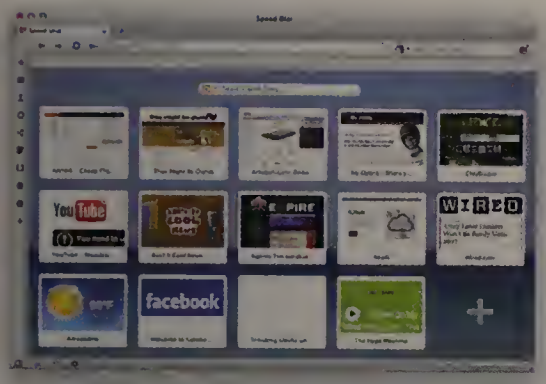


SOFTWARE

DevonThink Pro Office △

As more businesses transition to paperless workflows, they'll most likely need programs like DevonThink Pro Office. The primary reason is the program's support for optical character recognition (OCR), which translates text from scanned documents and PDFs into searchable text. The ability to create searchable databases of thousands of physical documents is arguably the application's most significant feature. The fact that the feature works as well as it does is equally important. DevonThink complements those scanning skills with widespread support for tagging content. The app contains a separate tag browser that makes finding files easier, provided you tag the files at the same time as you import them. DevonThink also allows you to archive emails from Apple Mail and Microsoft Exchange, as well as from other popular Unix-based programs such as Mozilla Thunderbird. While DevonThink offers users a high level of control over their documents and databases, however, the program can be compli-

cated. It may take some time to learn how to unleash DevonThink's powerful potential, but the investment can be worth it for users interested in truly taking the paperless plunge.
●●●●; $150; Devon Technologies, www.devon-technologies.com



Opera 11.5 △

While Opera 11.5 calls itself a browser, it seems to want to be more than that. But in trying so hard to do so, the latest version of this perpetually innovative browser falls short. Among its boasting points are some new twists to Speed Dial, a feature similar to Safari's Top Sites launch page. You've already been able to set your own background image, and to add new sites to Speed Dial's grid of large, clickable buttons. Now you also can add extensions that Opera says will dynamically display quick, useful Web information such as weather reports, clocks, RSS feeds, and more. Unfortunately, many of these new extensions aren't as useful or elegant as you might expect. Opera also touts its Opera Link cloud connectivity, which promises to automatically sync bookmarks, passwords, and other settings between computers. But attempts to sync Opera on a MacBook and Mac mini quickly became frustrating—it sometimes took a half hour or so for changes to appear. Despite posting respectable benchmark scores, Opera 11.5 can't run many of the cutting-edge HTML5 applications that Mozilla Firefox and Google Chrome handle easily. It worked with some demos in a Mozilla gallery, but it doesn't support WebGL 3D graphics or CSS transforms. And yet again, Netflix won't stream video to Opera, although Hulu works fine in it.
●●●; free; Opera Software, www.opera.com

Top Products YOUR GUIDE TO THE BEST HARDWARE WE'VE TESTED



HARD DRIVES
Desktop

PRODUCT	RATING	PRICE[A]	TYPE	FIND CODE[B]
AV Drive www.caldigit.com	●●●●½	$149 (1TB)	USB 3.0	6757
iT1Dock www.istoragepro.com	●●●●	$329 (2TB)	quad interface	5843
SoloPro (pictured) www.iosafe.com	●●●●	$250 (1TB)	USB 2.0 and 3.0	7136



HARD DRIVES
Portable

PRODUCT	RATING	PRICE[A]	TYPE	FIND CODE[B]
eGo BlackBelt Mac Edition go.iomega.com	●●●●	$120 (1TB)	double interface	7013
G-Technology G-Drive Mobile www.g-technology.com	●●●●	$150 (500GB)	single interface	7464
Mercury Elite-AL Pro Dual mini (pictured) eshop.macsales.com	●●●●	$180 (640GB)	triple interface	7256



INPUT DEVICES
Keyboards, Mice, Pen Tablets

PRODUCT	RATING	PRICE[A]	TYPE	FIND CODE[B]
Intuos4 Wireless intuos.wacom.com	●●●●½	$400	pen tablet	6422
Magic Trackpad www.apple.com	●●●●	$69	trackpad	6436
TactilePro 3 (pictured) www.matias.ca	●●●●½	$150	keyboard	6421



PRINTERS
Laser

PRODUCT	RATING	PRICE[A]	TYPE	FIND CODE[B]
5130cdn (pictured) www.dell.com	●●●●½	$1400	LED, color	6009
C544DN www.lexmark.com	●●●●½	$350	LED, color	4356
Color LaserJet CP2025dn www.hp.com	●●●●	$387	LED, color	4823



PRINTERS
Multifunction

PRODUCT	RATING	PRICE[A]	TYPE	FIND CODE[B]
WorkForce 840 All-in-One (pictured) www.epson.com	●●●½	$170	inkjet	7323
Color LaserJet CM1312nfi www.hp.com	●●●●	$350	laser	5183
Pixma MG6120 www.usa.canon.com	●●●●	$150	inkjet	7254

[A] All prices are the best current prices taken from a PriceGrabber survey of retailers at press time. [B] In a browser's address field, typing a find code after *macworld.com/* takes you to a product's review or overview.

BUSINESS CENTER

News and Analysis about Macs in the Workplace

LinkedIn Changes Ads in Response to Gripes

After a few days of heavy criticism for its new "social ads" incorporating information from users' profiles, social networking site LinkedIn fired back. LinkedIn director of product management Ryan Roslansky posted a blog entry to clarify issues that had arisen over the newly launched social ads.

These ads featured contacts' images, but the company plans to remove the images from future ads. Roslansky stressed that LinkedIn does not share personal information with third-party advertisers and pointed out that the company had offered users the ability to opt out of the social ads by adjusting their accounts' privacy controls.

The key point of Roslansky's post, however, was that in this privacy controversy, unlike in the recent Facebook dustup over facial recognition, LinkedIn had informed users of the changes beforehand. He stressed that the company had not only informed users of the ad changes back in June, but had also provided a way to opt out of the social ads before they even launched.

Because of the negative feedback from privacy advocates and users alike, LinkedIn is backing away from some of the ads' more aggressive features. Roslanksy announced a new look for the ads that replaces the images of specific LinkedIn contacts with a simple message telling you how many people in your network have a connection to the product or service in question.

While some critics may be comforted by the company's clarification, it's LinkedIn's decision to step back in response to user feedback that will probably most help it win back users' trust.—**DAVID DAW**

Research Firm: iPhones Cheaper to Support



While users have embraced the iPhone, company IT departments aren't always as enthusiastic. Here's something that might help IT skeptics relax: iPhones require less support.

So says ClickFox, a firm that analyzes customer-experience data to identify problems. ClickFox analyzed the smartphone-related support calls received by cell service providers in North American and, after factoring out the questions related to billing and the cell carriers' various plans, found a pattern: iPhones cost less to support than Android devices and BlackBerrys.

ClickFox isn't releasing much of the underlying data, so it's hard to get a sense of exactly how much easier iPhones are to support than other smartphones or regular cellphones. However, Analytics Director Lauren Smith told InfoWorld that the differences significantly impact the carriers' finances, with BlackBerry users costing the carriers in aggregate $46 million more a year to support than iPhone users, and Android users costing $96 million more a year.

The reasons: It more often takes multiple agents to solve a BlackBerry or Android user's problem, which means the issue ends up taking multiple discussions to resolve. By contrast, an iPhone user's problem is usually handled in just one session. At an average cost of $4 per user for the extra help, that means about 11.5 million BlackBerry incidents—and 24 million Android incidents—needed additional assistance.

The BlackBerry may be more confusing for users and therefore harder to support than the iPhone, but Android is the worst of the three platforms by far. Whereas BlackBerry users typically need to have their calls either transferred or followed up on in a separate call 37 percent of the time, Android users need further attention 77 percent of the time (compared to iPhone users in both cases). Smith says he suspects that the iPhone support advantage comes down to what Apple is famous for: better hardware and software design. iOS and the iPhone hardware are more intuitive, so they're easier and faster to troubleshoot, he theorizes.

The data sends a clear message to IT managers: iPhone users will tax your support desk noticeably less than BlackBerry users and significantly less than Android users.—**GALEN GRUMAN**

PHOTOGRAPH BY DAVID PAUL MORRIS/GETTY IMAGES

YOUR MAC HAS IT ALL, SHOULDN'T YOUR STORAGE?




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Lighter


Quiet


Durable

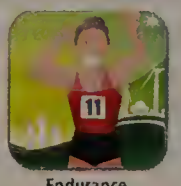

Battery Life


Reliable


Cost of Ownership


Cooler

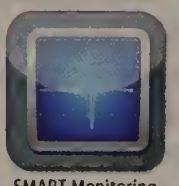

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Maximum 4K Random Write: 85,000 IOPS

You look for innovation, speed, power efficiency, and cutting-edge design. You're a Mac-owner. With today's state-of-the-art processors and graphics cards, hard drives have become the lingering bottleneck, limiting your productivity and computing experience. Solid state drives optimize multitasking, start-ups, application performance, and battery life and OCZ's industry-leading Vertex 3 delivers all that and more. This award-winning SSD series offers fast, reliable, feature-rich storage ideal for Mac-users.

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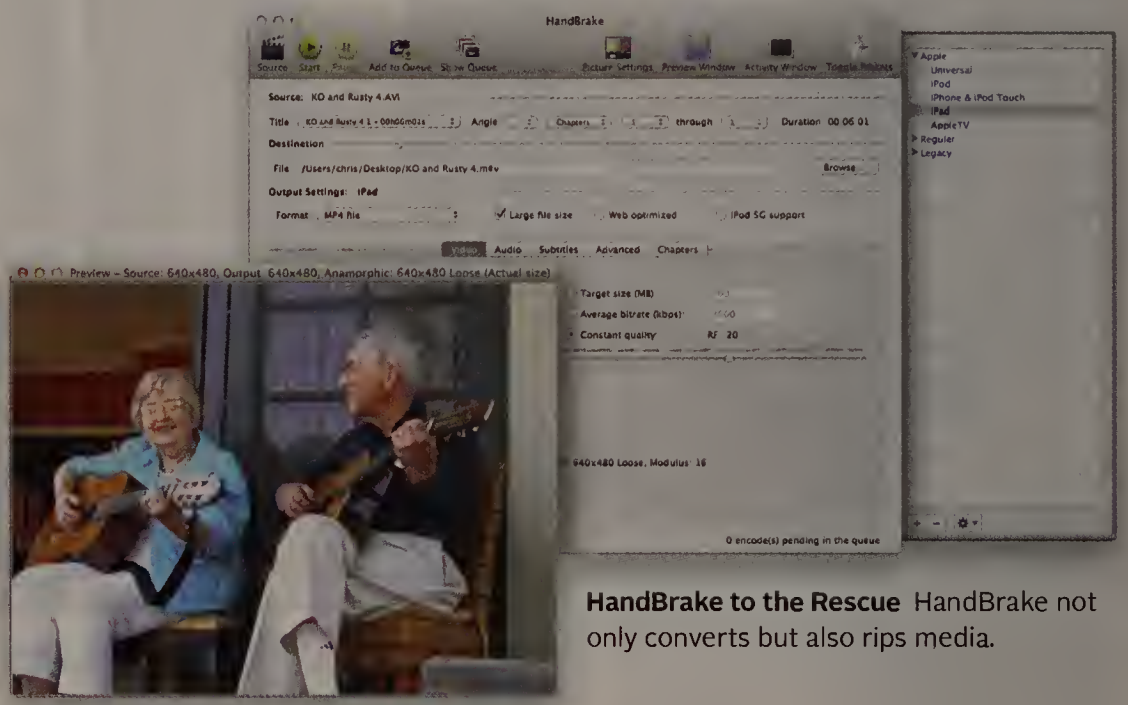
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Convert Audio and Video Files for Free

Tricks and tools that won't cost you a cent

BY CHRISTOPHER BREEN

Scenario: You've obtained an audio or video file that's either in a format unsupported by the hardware you intend to play it on—an iOS device or your Mac, for example—or in a form that you'd prefer to not use (a large AIFF or WAV audio file, for example). There are scads of utilities you can use to convert media files, but what if you want to convert a file quickly, without a lot of fuss and bother, and using a tool that costs nary a nickel? Try these on for size:



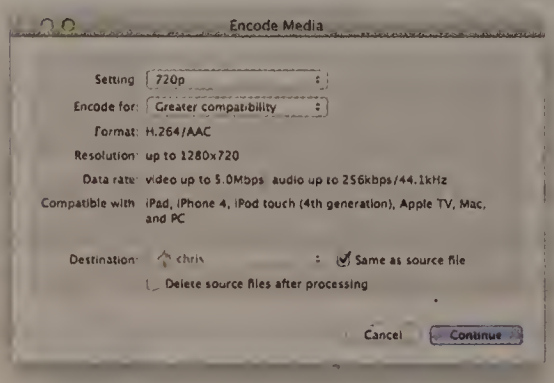
HandBrake to the Rescue HandBrake not only converts but also rips media.

Audio and Video

Automator and iTunes can help with your audio and video conversion needs.

OS X Lion An operating system? Yes. Among Lion's new features is an Automator trick that allows you to easily convert compatible media files right from the desktop. Control-click (or right-click) on an AIFF, WAV, or CAF audio file or on a .mov, MPEG-4, or H.264 video file, and choose Encode Selected [Video/Audio] Files from the Services menu at the bottom of the contextual pop-up menu. A small window appears where you can choose your encoder settings.

For audio files you'll find several AAC options (regrettably there's no option for converting files to MP3). For video files your choices are 480p, 720p, or 1080p H.264; Audio Only; and Apple ProRes. Note that the encoder won't upscale, so if your original file is encoded at, say, 480p resolution, choosing a higher resolution won't do you any good.



Using Lion Convert media with Lion's built-in tools.

Select the option you want, click the Continue button at the bottom of the window, and your file is converted. By default it's saved to the same location as the source file, but you can change that by unchecking the Same As Source File option and choosing a new location via the window's pop-up menu.

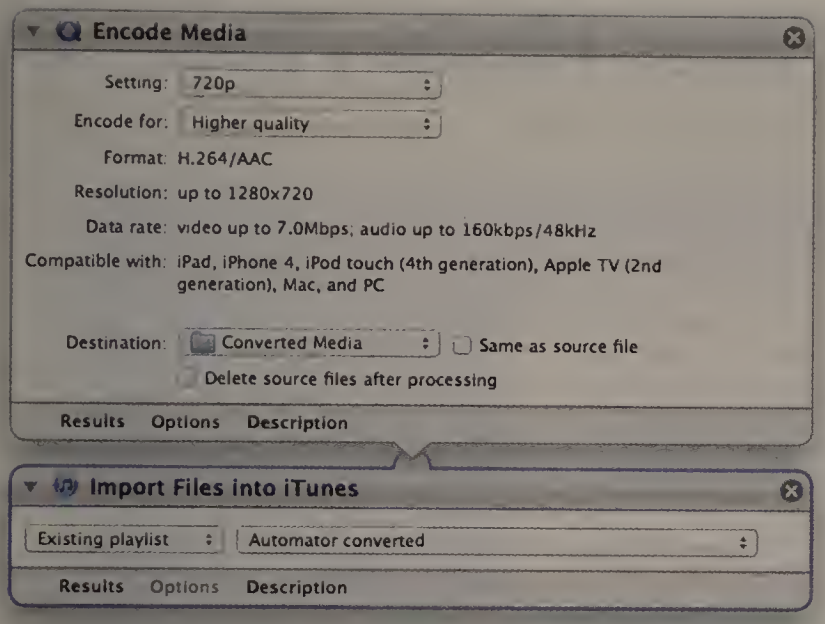
Automator If you haven't upgraded to Lion, there's still hope. Snow Leopard's Automator includes this same capability. You simply have to create a workflow.

For audio conversion, create an Application workflow and string together these two actions (found under the Music heading): Encode To iTunes Audio and Import Files Into iTunes. From the Setting pop-up menu in the Encode To iTunes Audio action, choose the encoder you want to use—High-quality, iTunes Plus, Apple Lossless, or Spoken Podcast. From the Destination pop-up menu, choose a place for those converted files to be temporarily stored—a Converted folder you've added to your desktop, for example.

In the Import Files Into iTunes action, choose New Playlist and name it 'Automator Converted'. Save your workflow as an application and place that application on your desktop. When you next want to convert an audio file (no Ogg, FLAC, or Windows Media files allowed), just drop it on top of this workflow.

Converting video files is a similar operation. Go to Mac OS X Automation's Services downloads page (www.macosxautomation.com), download the Movie Services, and then install them.

Launch Automator, again choose an Application workflow, and create a workflow that contains these two actions: Encode Media (found under Movies) and



Automator A simple Automator application can convert media.

Import Files Into iTunes (found under the Music heading). In the Encode Media action, choose the encoder size from the Setting pop-up menu (480p, 720p, or 1080p), Greater Compatibility or Higher Quality from the Encode For pop-up menu, and a destination. Name and save the workflow and place it on your desktop. When you need to perform a quick video conversion, drop a video file onto the application you created.

iTunes If you drag a compatible file into iTunes—AIFF, WAV, MP3, AAC, Apple Lossless, or .mov, but not Ogg, FLAC, or AVI—you can convert it to a format compatible with the iPod, iOS devices, and the Apple TV. To do that, select the media you want and make your selection from iTunes' Advanced menu: Create iPod Or iPhone Version, Create iPad Or Apple TV Version, or Create *audioformat* Version. To select exactly which audio format appears in this last command, open iTunes preferences and in the General tab click Import Settings. In the window that appears, choose the encoder you want to use from the Import Using pop-up menu. In the Setting pop-up menu below that, you can fine-tune the encoder by changing its bit rate.

Audio

There are other options for converting audio, both within iTunes and elsewhere.

iTunes If you often convert to different formats, another method for audio conversion in iTunes is Doug Adams's Convert And Export Apple-Script (macworld.com/7471), which lets you select multiple audio files in your iTunes library and then easily convert them to an iTunes-friendly format (AAC, AIFF, Apple Lossless, MP3, or WAV) without changing iTunes' settings.

Others If you prefer to work outside of iTunes, or need to convert files that iTunes can't handle, such as FLAC and Ogg Vorbis, then XLD (macworld.com/7290) is a great choice. Vox (www.voxapp.uni.cc) is another audio-conversion tool worth your consideration.

Video

You can easily convert almost any video to a Mac- or iOS-friendly version.

HandBrake HandBrake (★★★★½; macworld.com/a/146789) is a great DVD ripper, but it's also a great video converter. To convert your video, launch HandBrake and in the navigation window select the video file you want to convert. Then expose the sidebar and choose the device you'd like to convert the video for—the iPad or the Apple TV, for example. Click Start and your video is converted. HandBrake supports lots of different file types and batch processing too.

Video Monkey Chris Marrin's free Video Monkey (★★★★; macworld.com/7472) is another *Macworld* favorite. Just drag into its window the movies you want to convert, choose a device to convert it for from the Convert To pop-up menu, select a desired quality setting, enable the Add To iTunes option if you want it to do so, and click Start.

PHOTOGRAPH BY ROBERT CARDIN



Apple TV Adds Vimeo, TV Show Streaming

BY JONATHAN SEFF

Owners of the second-generation Apple TV can now purchase TV shows straight from the couch, stream previously purchased TV shows directly from the iTunes Store, and watch videos from the popular video-hosting site Vimeo (www.vimeo.com), all thanks to the latest software update from Apple.

Up until this point, you could only purchase content from iTunes on a Mac or on an iOS device, but now you can buy TV shows directly from the Apple TV. Also, previously you could stream any TV shows housed on a computer either by using Apple's Home Sharing feature or its AirPlay technology. With this latest update, any TV shows you've purchased (or downloaded, in the case of free TV show episodes) are instantly available for streaming over the Internet as an extension of Apple's iTunes in the Cloud functionality.

In addition to letting you play videos from Vimeo, the update also enables you to log in to your Vimeo account, and see and play your hosted videos.

Apple now includes direct Vimeo upload support in both its iMovie and Final Cut Pro X video-editing applications.

To update your Apple TV to the latest software, go to Settings ▶ General ▶ Update Software and follow the prompts.

How to Back Up Your iTunes Media Files

Don't just rely on Apple to safeguard your precious songs and videos

BY KIRK MCELHEARN

As time goes by, and as your digital media collections grow, you need to ensure that you don't lose the music and video files that you've spent your hard-earned dollars on (or, in the case of ripping our own CDs and DVDs, considerable time on).



The Incomplete U2 Only four of the nearly 450 tracks from *The Complete U2* collection are available for redownload in my Purchased list.

What Do You Need to Back Up?

Apple recently changed its download policy, now allowing you to redownload much of the content you purchased on the iTunes Store as part of its iTunes in the Cloud functionality. You can get fresh copies of music, TV shows, apps, and books, but you can't currently redownload movies or audiobooks. And, in the categories available for download, you may not find everything you purchased.

For example, I bought *The Complete U2* digital box set in 2006, and when I view my Purchased list (choose iTunes Store from iTunes' Source list, and then click Purchased in the Quick Links sidebar), I find only four songs available from that 445-song set. This is the case for several albums that I bought; if their songs are no longer sold by the iTunes Store, you won't be able to get new copies. For this reason, you should back up everything and not depend on Apple.

iTunes used to include a feature that helped you back up your library to DVDs. Unfortunately, this feature is MIA in the current version of iTunes.

iTunes does still offer one backup option, however. Select a regular or smart playlist, Control-click (or right-click) on it, and then choose Burn Playlist To Disc. In the resulting Burn Settings window, choose the Data CD Or DVD option and iTunes will burn the files in that playlist to a disc as a backup. You can use this trick to make sure you have backup copies of all recent downloads, say.



iTunes Backup iTunes can burn a playlist to a data CD or DVD.

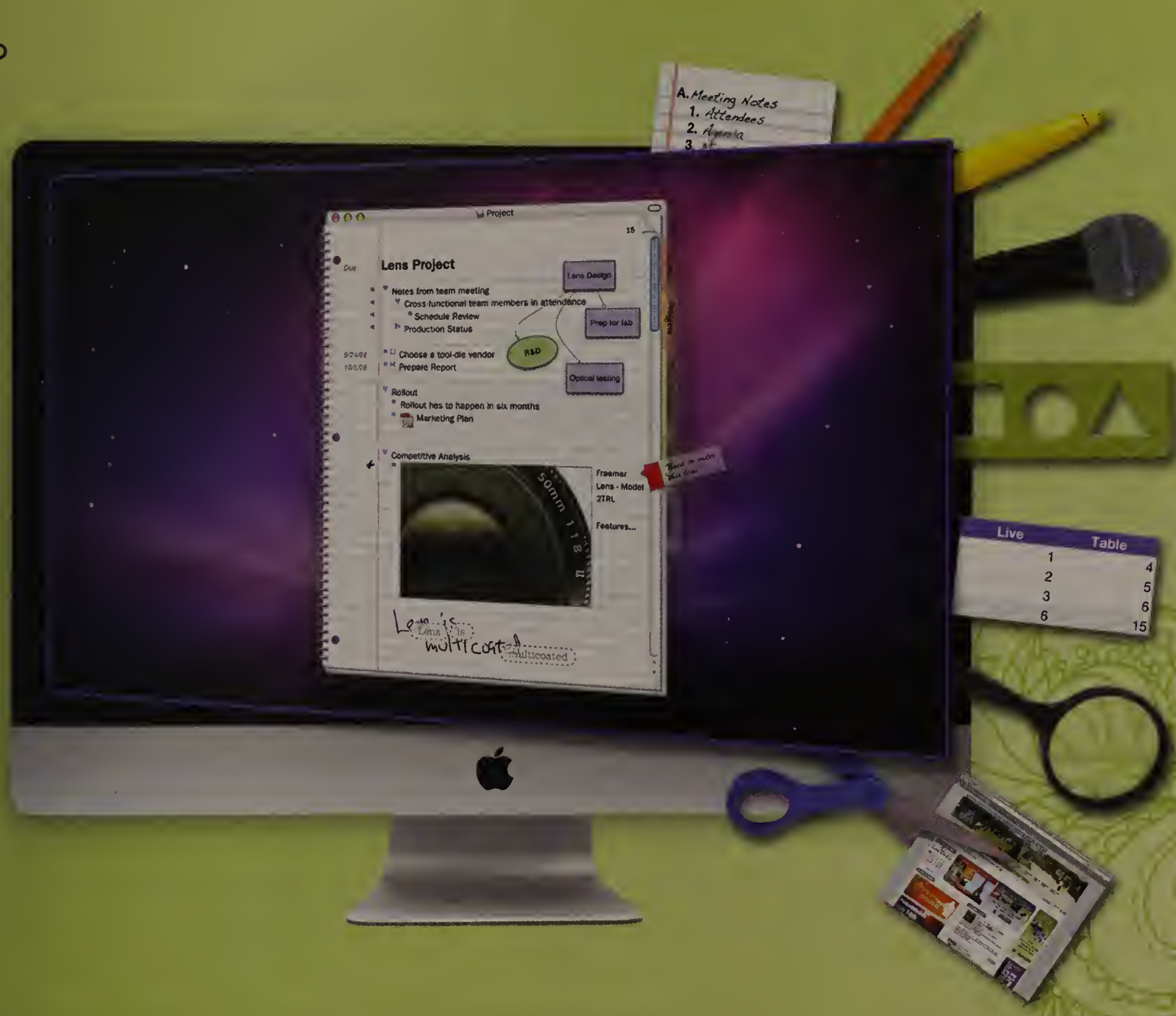
How to Back Up Your iTunes Library

If you have enough room on your backup drive, you can simply use Time Machine to back up your media library. But to keep Time Machine from backing up temporary files (and, for example, podcasts), open System Preferences, click on the Time Machine icon, and then click Options. Click the plus-sign (+) button, and then navigate to your iTunes Media folder (by default, this is in *youruserfolder*/Music/iTunes). Add the Downloads (and Podcasts) folder to the exclusion list.

If you want to back up your data to an external drive without using Time Machine, a cloning utility such as Shirt Pocket's $28 SuperDuper (www.shirt-pocket.com) or Bombich Software's Carbon Copy Cloner (payment requested; www.bombich.com) can do the trick. You can also use an online backup service, although the size of many people's iTunes collections, as well as the bandwidth speeds and cap imposed by many ISPs, make online backup a less desirable choice in many cases.

Unlike those piles of CDs and DVDs in your music and movie collections, downloaded files can easily be lost. Back them up regularly so you always have your favorite music and videos—and not the heartbreak of losing your content.

Powerful Note-Taking and Organizing



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"I've built my business using NoteBook. It replaces thousands of slips of paper, a wall of Post-It notes, Word files too numerous to count, multiple outlines, innumerable resource clippings, etc., etc., etc. Best of all, it is far and away the most intuitive, simplest program I've ever used. In fact, I began using it the day I downloaded it years ago, and have never stopped. Someday I plan to actually read the manual and get even more out of it."

— R. Schumacher, NoteBook User

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REVIEWS

Home Entertainment Hardware, Software, and Accessories



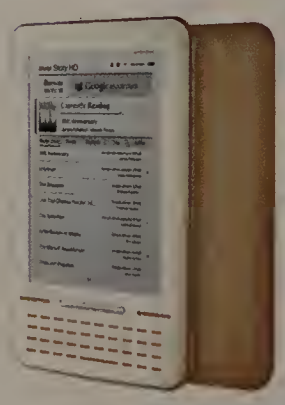
HARDWARE

Grace Digital Bookshelf Micro System △

Grace gets points for making its Bookshelf Micro System, which supports Internet radio and streaming services, compatible with a load of services and formats. And the main unit sounds fine when connected to headphones or decent speakers. But as a package it doesn't gel. If the Bookshelf Micro System included just the main unit, bore a list price under $200, and could be controlled by a solid iOS app, it could be a contender. There are other systems that stream Internet, as well as local, audio far better (see Sonos's Play:3 on this page), and they aren't a whole lot pricier than the Bookshelf Micro System.

●●●; $250; Grace Digital, www.gracedigitalaudio.com

iRiver Story HD ▷



The Story HD does a great job of distinguishing itself from other e-readers in terms of display quality. The 6-inch display carries a 768-by-1024-pixel resolution, the result of an improved electronics backplane. That higher-res backplane in turn helps the E Ink technology—which already uses dozens of microcapsules per pixel to form letters and images on the screen—look better. And as the first Google Books–driven e-reader, it will surely drive competition among the players in this space. However, the iRiver Story HD design feels rough compared with Barnes & Noble's Nook and the Kobo e-readers, and the interface needs some work.

●●●; $140; iRiver, www.iriver.com



Panasonic Viera TC-P50ST30 △

You might expect a 50-inch 3D plasma TV set from a respected manufacturer to put on a great show. In that regard, the Panasonic TC-P50ST30 might disappoint you. Sure, it has all the right features—Wi-Fi, a generous selection of Internet feeds, and multimedia support via USB, SD, and DLNA. But the picture quality leaves much to be desired, and the audio will make your ears hurt. In our image-quality tests, the TC-P50ST30 had particular problems when displaying motion. Color and contrast problems cropped up as well. Panasonic did a very good job of making this set easy to use, however, with a simple configuration process and a relatively useful remote control.

●●●½; $1149; Panasonic, www.panasonic.com

Sonos Play:3 ▷



Sonos, the company that creates home-wide wireless streaming music systems, has added the Play:3 to its arsenal, a $299 powered speaker that incorporates nicely into the rest of the Sonos family. With a Play:3 connected to a router via ethernet and the Sonos Controller app for iOS, you can easily fill a room with sound from your iTunes library, Internet radio, and services such as Pandora, Rhapsody, Napster, Spotify, Mog, Rdio, Last.fm, and SiriusXM.

●●●●; $299; Sonos, www.sonos.com

iPods: Current Lineup

PRODUCT	SPECS	RATING	PRICE[A]	DISPLAY	PERFORMANCE	FIND CODE[B]
iPod Classic	160GB	●●●●	$249	2.5-inch color	36 hours of music playback; 6 hours of video playback	5262
iPod Touch	8GB	●●●●½	$229	3.5-inch color (Retina)	40 hours of music playback; 7 hours of video playback	6553
	32GB	●●●●½	$299	3.5-inch color (Retina)	40 hours of music playback; 7 hours of video playback	6554
	64GB	●●●●½	$399	3.5-inch color (Retina)	40 hours of music playback; 7 hours of video playback	6555
iPod Nano	8GB	●●●½	$149	1.5-inch color	24 hours of music playback; 5 hours of video playback	6551
	16GB	●●●½	$179	1.5-inch color	24 hours of music playback; 5 hours of video playback	6552
iPod Shuffle	2GB	●●●●	$49	none	15 hours of music playback	6550

[A] All prices are Apple's prices. [B] In a browser's address field, typing a find code after *macworld.com/* takes you to a product's review or overview.

"decidedly superior rivals to similarly fashion-forward products"

- iLounge



crossfade M-80

on-ear (((noise isolating))) metal

V-MODA

customize yours at V-MODA.com

Adobe Updates the Elements Mix

Photoshop Elements and Premiere Elements 10 boost artistic creativity and sharing

BY JACKIE DOVE

Adobe (www.adobe.com) has released new versions of Photoshop Elements and Premiere Elements, its consumer photo- and video-editing applications, respectively, aimed at imaging enthusiasts. Each program costs $100 and includes the companion Elements Organizer asset-management utility.

Overall, the updates to these imaging packages focus on boosting creative control, augmenting the applications' artistic capabilities, and giving the Organizer more searching and sharing depth and power.

Photoshop Elements 10—which marks the 10th anniversary of the program—features new guided edit routines, new smartbrush effects and filters, the ability to create text on a path, and new crop guides. Premiere Elements sports new goodies like a Pan & Zoom tool; new color-correction and -enhancement features; and the abilities to upload videos to YouTube and Facebook, share movies in AVCHD format, and save HD video to DVD.



Photographic Creativity New Guided Edits let you simulate depth-of-field adjustments, as well as other elegant effects, such as adding a dreamy glow or creating a snapshot collage.

The updates in Elements 10 focus on boosting creative control over photos and video, and adding greater artistic capabilities.

The upgraded Organizer offers new visual, object, and duplicate search capabilities, in addition to enhanced social media sharing options.

You can also subscribe to a related online service called Elements 10 Plus, which is available in the United States for $50 a year. It offers 20GB of storage space on Adobe's servers for automatic online backup. The subscription also makes available an exclusive library of artwork, templates, themes, effects, and additional instructional materials. There's a $10 discount for the first year if you purchase the service at the same time as the software.

Photoshop Elements

The image-editing component of the upgraded duo focuses on improvements in asset management, image editing, creative image use, and social media.

For example Adobe has added some 30 new smart-brush effects and patterns that you can paint onto specific areas of your photos, such as Snow, Pencil Sketch, and Oil Pastel. New guided edits offer step-by-step instructions on techniques such as how to highlight your subject by simulating depth of field, how to add a diffuse glow to create a dreamlike Orton effect, or how to break up a photo into a collage of snapshots. New crop guides offer the Rule Of Thirds and Golden Ratio options to help users create interesting photographic compositions.

For a more artistic approach, Photoshop Elements now provides the ability to include curving, flowing text in your images. You can use text to outline shapes or objects, or simply follow a path you create. You can now save photos in PDF format for greater flexibility in printing, uploading, and sharing. New templates are also included for printed and online photos, albums, and scrapbooks.

Premiere Elements

Premiere Elements 10 is hobbyist software designed to edit video from consumer cameras and camcorders. The new version introduces customized pan and zoom motions that let you create a Ken Burns effect, along with automated options that enable the program to find faces within your footage in order to pan and zoom directly to them.

New controls let you automatically adjust tone and vibrance in your footage without affecting skin tones, while sliders let you fine-tune color adjustments. You can now independently adjust colors in specific areas of your video, tweaking highlights, shadows, and midtones, to achieve the color you envision throughout your movie.

In addition, you can burn Blu-ray–quality HD movies to standard DVD discs with standard burners and share movies in AVCHD format.

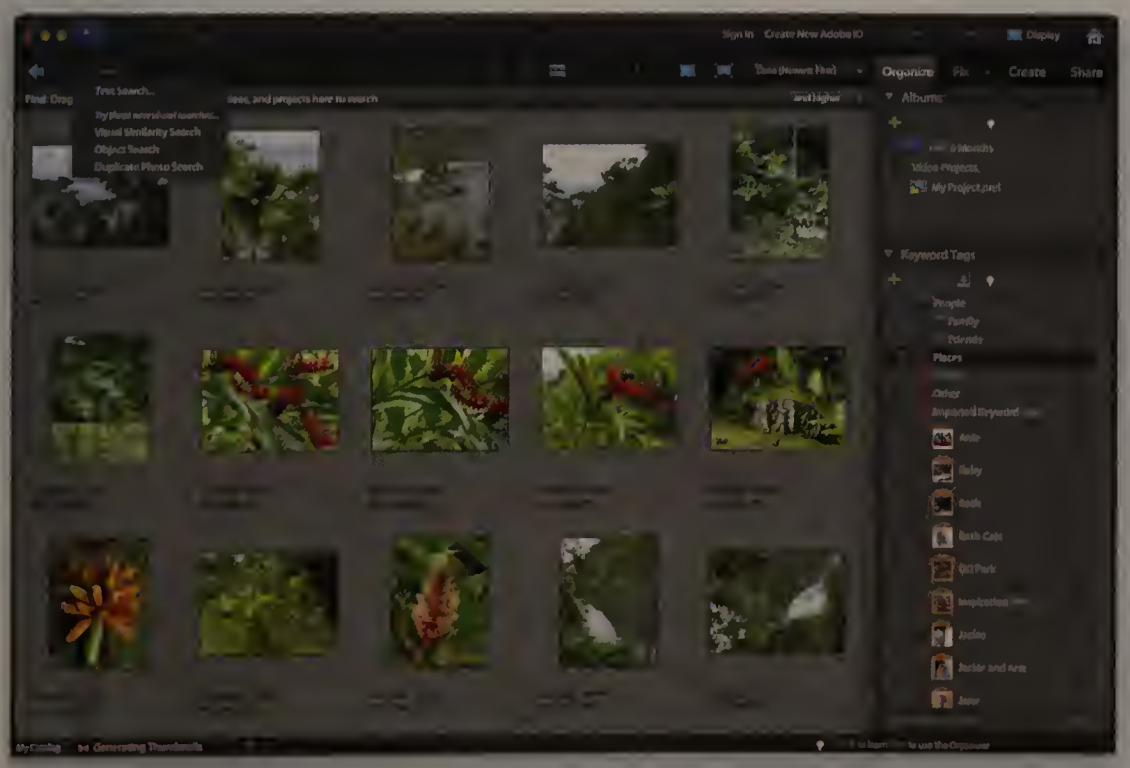
Premiere Elements 10 also makes available SmartSound QuickTracks, a plug-in featuring a collection of soundtracks to use with your video. It automatically adjusts the soundtrack tempo to match the length of the movie.



Subtle Color Correction Premiere Elements' Three Way Color Corrector lets you make adjustments to specific areas of your image, using shadows, midtones, and highlights.

The Organizer

The Elements Organizer acts as a hub for all photo- and video-related saving, editing, and sharing. It integrates all assets and actions across the two programs. The Organizer, which lets you share stills and video on YouTube and Facebook, also lets you use your Facebook Friends list to tag faces in your photos. The management utility also sports new visual search capabilities. A new Object search function lets you look for images containing the same elements, such as a cat or a palm tree. Visual search finds still or video assets with similar content, shape, or color characteristics. A duplicate-photo function lets you locate and eliminate duplicates that consume valuable hard disk and online space.



Organizational Inspiration The Organizer acts as an integrated hub for both photos and video, letting you view, manage, and share all assets.

Prices and Availability

Each program costs $100, with upgrades from the previous version costing $80. If you buy both as a bundle, the price is $150, with an upgrade price of $120. They work on Intel-based systems running Mac OS X 10.5 8 or later. Both applications run natively on 32-bit operating systems, and they run in 32-bit compatibility mode on 64-bit operating systems.

Photoshop Elements is available on the Mac App Store for $80, but without the Organizer. Because the Elements image editor operates with iPhoto, Adobe is counting on users who download the program from the Mac App Store to employ iPhoto as their primary photo manager, instead of the Organizer.

Adobe Launches Carousel Photo App

Cloud-based subscription software spans desktop and mobile devices

BY JACKIE DOVE

Adobe (www.adobe.com) has announced Carousel, photo-editing and -sharing software that spans the desktop, tablet, and smartphone realms. A new subscription service, Carousel lives in the cloud, but you access it via applications for the Mac, the iPad, the iPhone, and the iPod touch.

Based on Adobe's Photoshop Lightroom technology, Carousel lets you view, browse, adjust, and share your photo collection without worrying about manual syncing or storage. When you snap a photo or access an album from any one of the supported devices, those images are automatically accessible to you from any of the other devices.

To use Carousel, subscribers must download apps from the iTunes and Mac App stores, and set up a subscription plan on their iPhone and iPad. The service can be installed on all your devices.

Once photos are imported, any modifications to the library from any device, such as edits or imports, show up on any device linked to the account.

Carousel employs Mac- and iOS-based Multi-Touch gestures for browsing photos and applying edits nondestructively, such as adjusting exposure, shadows, highlights, white balance, vibrance, clarity, and contrast. The app's Looks feature offers 12 artistic effects for different photographic styles.



Nondestructive Edits Carousel employs Multi-Touch gestures for browsing photos and applying edits such as adjusting exposure, shadows, highlights, white balance, vibrance, clarity, and contrast.

Photo-sharing features let subscribers invite friends and family to collaborate on a photo library for free. Anyone with a Carousel-enabled device can edit an album. You can share photos via Facebook, Twitter, Tumblr, and email.

Right now, Carousel works only on the Mac and on Apple mobile devices. It's currently available for $60 per year or $6 per month. When the introductory period ends, on January 31, 2012, the price rises to $100 per year or $10 per month. Carousel is compatible with the iPhone 3GS and 4, both iPads, the fourth-generation iPod touch, and any Mac running Lion.

The Hommage à Escher Font Forges a Cleverly Twisted Path

Within M.C. Escher's illustrative prints, people and things defy the logic of the natural world in a disturbing, matter-of-fact way. From its inception, Tibor Lantos's free Hommage à Escher—a marvel of typographic joinery—was made for illusion.

Lantos constructed his salute to Mr. Escher by using FontStruct, the online application that employs pixels to construct forms on a grid. Hommage à Escher is an update to an earlier attempt by the designer. In this version, cleverly shaded, two-sided horizontal and vertical posts interlock to create a 3D effect that twists the alphabet and fools the eye.

The current download (macworld.com/7479) includes a complete character set, numerals, and punctuation in TrueType format. Individual characters are worth studying from an architectural viewpoint: The uppercase *A* and *H* extend platforms at midlevel to serve as crossbars; the top half of the *X* cantilevers backward from its lower half; and the *M* is composed of a set of gothic-style arches that Escher—no slouch at architecture—would appreciate. Set it short, simple, and large. Start at 200 points. Consider leading lines at a measure half the character's size if text breaks to more than one line. A short word is a safe bet. Hommage à Escher is licensed for personal use only, but don't let that keep you from changing the everyday reality of your font collection.—**KATE GODFREY**



Macworld

Total Lion SUPERGUIDE



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Painting in Layers on the iPad

BY KYLE LAMBERT

If you've spent time using a desktop or mobile digital-imaging application, you'll be familiar with the concept of layers. Layers allow you to separate an image into different levels that you can then organize, composite, and combine in different ways.

When you create artwork from scratch, it can be difficult to gauge the best way to use layers, because some iPhone and iPad apps limit you to only a couple of layers per image. Here are steps that will help you use the handy layers feature.



Layer by Depth In a complex composition, you may have sky on a background layer, buildings on a second layer, and a person in the foreground on a third layer.

Separate the Painting by Depth Regardless of the image you're creating, you'll likely be able to group together objects that are similar distances from the viewer. For example, you can separate a painting into two layers—one for the background and the other for a person. A complex composition may have more layers. Distributing parts of the image onto layers enables you to make edits that won't affect the entire image.

Use as Few Layers as Possible When you use too many layers, remembering



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SeaSucker

PATENT PENDING



Duplicate and Transform If you were creating a blue sky, you could have a cloud on a separate layer. This lets you reposition, resize, and rotate it, or duplicate multiple clouds and position them in the sky.

the content of each layer gets hard, especially since many iPad apps don't let you label layers. It's also easy to forget which layer you're working on, and switching between layers is time-consuming.

Think about Your Process Consider using layers to aid your artistic process. In a comic book, for example, you could use one layer for a pencil sketch, a second layer for inking outlines, and a third layer to color in the artwork. Layers are a good way to prevent certain areas of your work from blending into others.

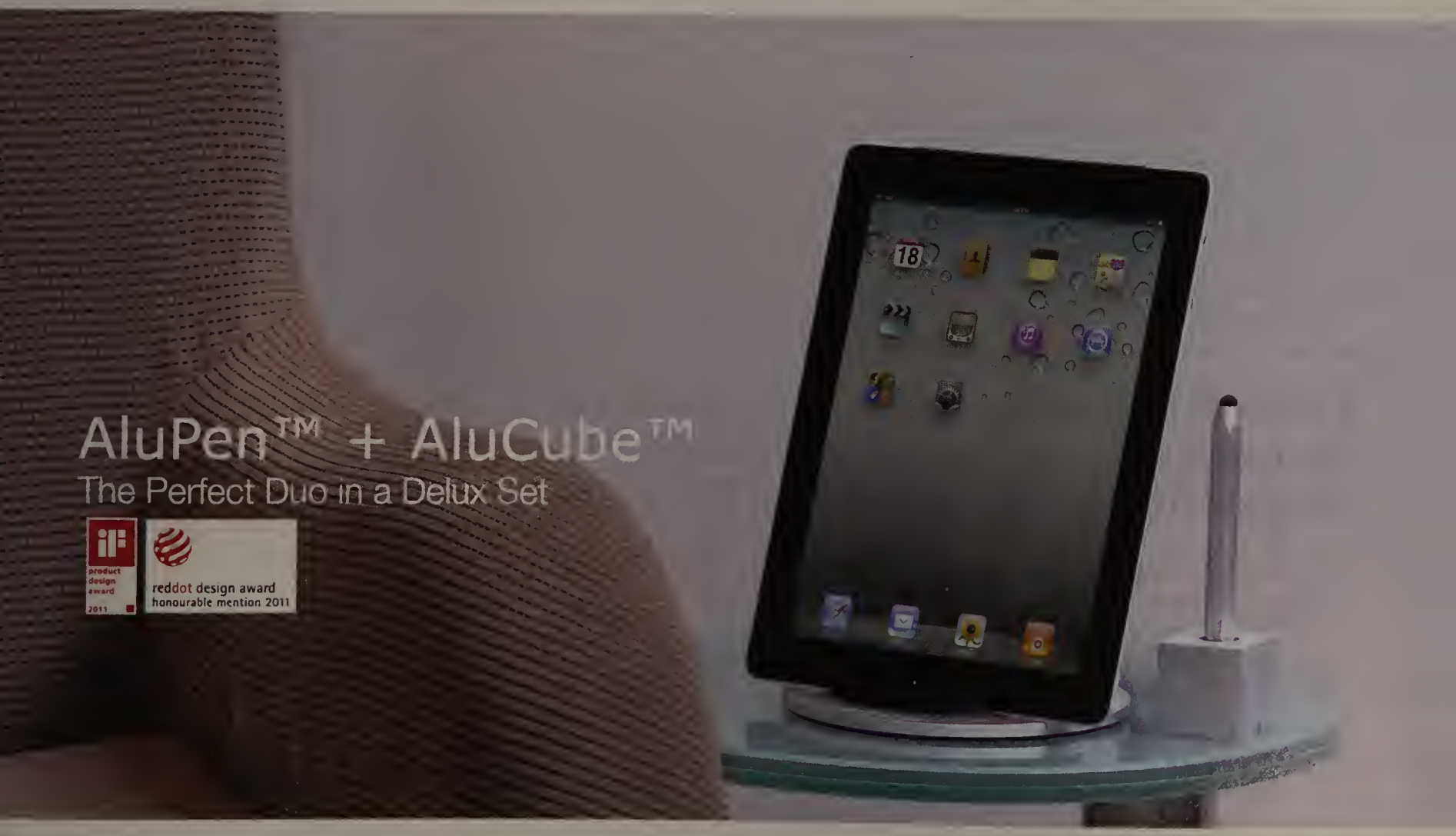
Duplicate and Transform Layers Most apps let you duplicate, move, rotate, and resize layers. So if you were painting a blue sky, you could easily duplicate and transform multiple cloud layers.

Experiment on a Blank Layer As you approach the end of creating a piece of art, you can become anxious that you may go too far in adding finishing touches. I recommend making final changes on a blank layer—if you make a mistake, delete the layer or erase the parts that don't work.

Merge Layers It makes sense to merge layers when parts of the image no longer need to be separate. If you have created a character using a couple of layers for different parts, simplify the art by merging these layers together.

Export Layers In some of the iPad art apps, you can export the final artwork as a Photoshop Document (.psd) file containing the original layers created in the app. This is useful if you want to keep working on the artwork in your desktop application.

Kyle Lambert is a digital artist based in the United Kingdom.



The Dynamics of Pan-Motion Photography

BY LAUREN CRABBE

The pan-motion photo technique adds drama and movement to photos. The idea is that if you slow down your shutter speed and follow your subject with the lens as you shoot, the subject will be clear and the background will be a spectacular blur. To take pan-motion photos, you need a camera with manual controls, a moving subject, and a lot of patience and luck.

If you can, switch to manual focus so your lens doesn't try to autofocus on the background instead of the subject. In high-traffic areas, your plane of focus can be easily predictable. A bike lane, for example, is an easy spot to focus on.

When shooting pan photography, your camera should be in continuous-shooting, burst, or bracket mode, so that it takes multiple photos as the subject moves in front of you. Because the camera is moving with your subject, the subject appears still and the background will blur.



Add Drama and Movement This photo was taken with a shutter speed of 1/40 and an aperture of f/8 so that the subject stayed in focus against a blurred background.

Set Your Shutter

If your camera has manual settings (all DSLRs and some point-and-shoots do), start with shutter-priority mode (usually labeled S or Tv on the camera dial). Review your instruction manual for how to adjust your ISO and shutter speed in shutter-priority mode so that your camera will automatically adjust the aperture for you based on how much light is available. If you're using a manual setting, remember that the slower your shutter speed, the higher your aperture number (or f-stop) must be to keep your subject in focus.

Depending on how fast your subject is moving and how far away it is, you could pan with a shutter speed as fast as 1/100 second or as slow as 1/4. I usually like to start at 1/60 and work from there. Be careful about going too slow with the shutter speed. Depending on your lens length, you could start to get camera-shake blur on top of your pan-motion blur below about 1/30. A clear subject is the result of a steady hand or a tripod with a pan-tilt head. These tripods come with either a two-way or three-way tilting head and allow for the user to control one axis without affecting the others. In this case, you would want to lock all axes except the panoramic rotating one that gives you a smooth, steady view.

The ideal time of day to shoot pan photos is the magical hour—just before sunset or after sunrise when the light is diffused and warm.

Choose a Background

Good pan photography also depends on the quality of the background. You want the background to have nice colors and a lot of details to blur, but still let the focus stay on your subject. You can adjust your shutter speed to include more or less background detail—the faster the speed, the more detail your background will have.

Be sure to balance the light in the composition. Generally, the light that falls on the subject should be the same as that in the background, but mixing the light in your frame can make for an excellent composition if you know what to look for.

The ideal time of day to shoot pan photos is during the magical hour—that's the time just before sunset or after sunrise. During this time, the light will be diffused and warm—great for slower shutter speeds. If you are shooting in midday sun, you may be limited by how small you can set your aperture. Stick to the shade or wait for low light if you're limited to a fast shutter speed.

Be Patient

Pan photography is just as much luck as it is skill. Be patient. Once you get the right settings and background, wait for an interesting subject to come along and snap away.

Lauren Crabbe is a *Macworld* intern.

PHOTOGRAPH BY LAUREN CRABBE

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HARDWARE

Canon PowerShot A3300 IS △

The Canon PowerShot A3300 IS is a solid sub-$200 point-and-shoot camera. It has a sturdy build, and it takes good-looking pictures. As with many lower-priced cameras, you don't get the manual controls, long zoom lens, or kitchen-sink extras you'd find in higher-end models, but you do get an impressive array of shooting modes, an optically stabilized wide-angle zoom lens, and good performance. The PowerShot A3300 IS is easy to use, and it even throws in a few higher-end creative modes to play around with.

●●●; $180; Canon, macworld.com/7482

Canon Vixia HF M40 ▷



Sometimes less is more. Take the Canon Vixia HF M40 camcorder. The camera's 1/3-inch CMOS sensor uses 1920-by-1080 pixels to capture video. That's a mere 2 megapixels—only two-thirds of the 3 megapixels found on Canon's similarly priced 2010 camcorders and an even smaller fraction of some other camcorders' megapixel counts. Such a low pixel count would hinder a still camera's performance, but it's precisely the number needed for a full HD image. By reducing the total number of pixels, each pixel can be bigger and, therefore, can get hit by more photons. This means that the camera delivers better low-light performance and greater dynamic range. Even in dim light, the HF M40 captures a high-quality video image; it doesn't sacrifice color accuracy or overcrank gain (thereby avoiding the noise that would otherwise result). The Canon Vixia HF M40 is the best midpriced HD camcorder we've tested recently.

●●●½; $700; Canon, macworld.com/7477



Casio Tryx △

If you've heard of the Casio Tryx, most likely it's due to the camera's innovative, twistable design. The Tryx has a shape-shifting body that can be used as a tripod, hung on a hook, adjusted to allow for a camcorder-like grip, and tilted to make shooting overhead and taking low-angle shots much easier. And while the 12-megapixel Tryx's physical design is certainly its most noticeable drawing point, the camera's more-traditional specs make it competitive with the vast majority of cameras in its price range. Chief among those specs are a super-high-speed video-capture mode, an extremely wide-angle 21mm lens, 1080p video capture at 30 frames per second, and some cool in-camera tricks for capturing hands-free shots and artistic-looking stills. The Tryx is a category-busting device—equal parts camera, pocket camcorder, and Voltron Starshooter—and it performs most of its tasks surprisingly well.

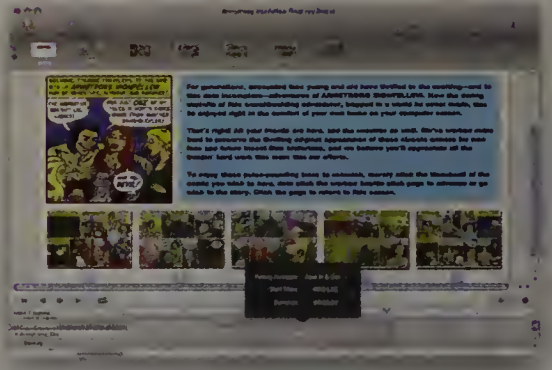
●●●; $250; Casio, macworld.com/7484

Nikon Coolpix P300 ▷



In these economically challenging times, the Coolpix P300 is a true deal and a great choice for casual shooters who don't care about Raw mode or manual focus. The marquee feature in the 12-megapixel Nikon Coolpix P300 is its f/1.8 lens, which is the widest aperture available in this camera's price range. Menu navigation is straightforward. The menu text is clear and sharp on the 3-inch-diagonal LCD screen, and manual controls are well labeled, with icons that tell you which physical controls you should use to adjust them. In addition to the full manual controls over its f/1.8 lens and shutter speeds, the Coolpix P300 offers an array of specialized scene modes, creative filters, and editing tools that optimize its output. The Coolpix P300 is among the best pocket cameras we've tested in low-light situations.

●●●½; $330; Nikon, macworld.com/7485



SOFTWARE

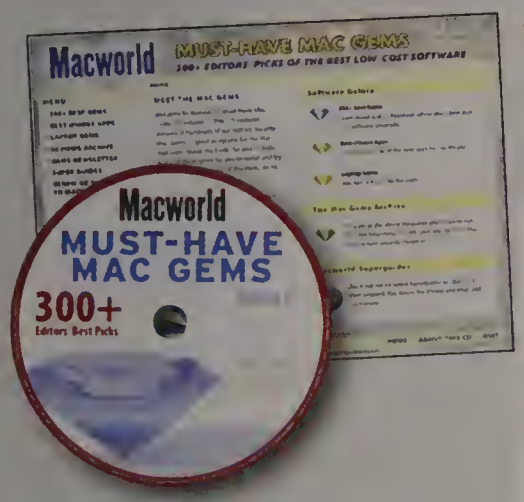
Hype 1.0.3 △

With Tumult's Hype 1.0.3, you can create interactive HTML 5 animations without typing a single line of code. It's easy enough to use that even novices will get great-looking results quickly. Nevertheless, there's room for improvement. Limited design tools and an inflexible interface can interfere with building complex projects. Hype projects consist of one or more scenes, which function like slides in a Keynote presentation. It's easy to precisely arrange and customize elements thanks to snap-to guides and auto-alignment commands. Despite feature omissions and limitations, Hype 1.0.3 makes it easy and even fun to create HTML 5 Web animations or entire sites. But users looking for robust design

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tools should wait for future updates.
4½; $30; Tumult, www.tumultco.com

Motion 5

Somewhere between video editing and full-blown motion-graphics design, there are countless tasks that require making things move, such as making titles, handling transitions, moving video and imagery around in two-and three-dimensional scenes, masking, compositing, and arranging assets for utility or to make them attractive to the eye. Apple's Motion aims squarely at this type of activity. Version 5, alongside the companion program Final Cut Pro X (FCP X), sports a new look, expanded keying and parameter control, and a new under-the-hood architecture for greater performance. And then there's the $50 price. Motion 5 (available for download only on the Mac App Store) still lacks some features such as native EPS import, advanced typographical controls, and open-ended scripting. However, as a means of building titles, filters, transitions, and generators for FCP X, Motion is the only way to build interactive assets for that program. It's also a worthy investment for people seeking to add a tool for achieving extra visual power to their creative arsenal.
4½; $50; Apple; macworld.com/7486



Sandvox 2.1.6 △

If you want a simple way to create attractive interactive websites, Karelia Software's Sandvox 2.1.6 may be the ticket. Its template-based WYSIWYG tools make building sophisticated pages a snap. But along with this convenience come limited design options that might vex users expecting to create truly unique-looking sites. Creating your site starts with selecting a theme—you can choose from more than 50 built-in themes, though some offer only a few text and media placeholders to get you started. Beginning designers, or those who want to quickly create template-based sites packed with features, should give Sandvox 2.1.6 a look. But advanced users, or anyone who wants the convenience of WYSIWYG tools plus the freedom of a blank canvas, will be better served by other applications.
3½; $77; Karelia Software, www.karelia.com

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High Definition

PRODUCT	RATING	PRICE [A]	TYPE	FIND CODE [B]
HD Hero www.gopro.com	4	$260	sports camcorder	7174
Vixia HF M40 (pictured) www.canon.com	4½	$649	AVCHD	7477

DIGITAL CAMERAS
Point-and-Shoot

PRODUCT	RATING	PRICE [A]	TYPE	FIND CODE [B]
Coolpix S9100 (pictured) www.nikon.com	4	$256	12-megapixel	7300
PowerShot S95 www.canon.com	4	$355	10-megapixel	6804

DIGITAL CAMERAS
SLR

PRODUCT	RATING	PRICE [A]	TYPE	FIND CODE [B]
Alpha SLT-A55 www.sonystyle.com	4½	$699	16.2-megapixel	6780
EOS 60D www.canon.com	4	$779	18-megapixel	6805
EOS Rebel T3i (pictured) www.canon.com	4½	$800	18-megapixel	7190

DVD BURNERS
Desktop and Portable

PRODUCT	RATING	PRICE [A]	TYPE	FIND CODE [B]
d2 DVD±RW w/LightScribe www.lacie.com	4	$99	desktop	3900
MediaStation 8X External Blu-ray Writer (pictured) www.buffalotech.com	4	$189	Blu-ray	5344

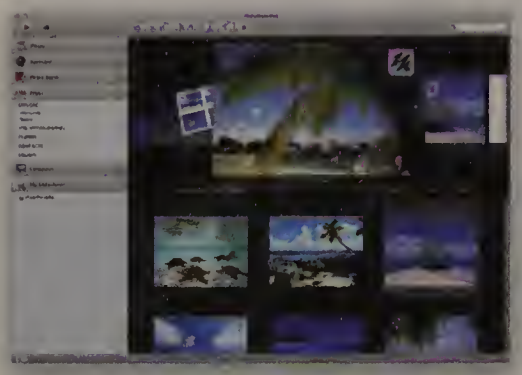
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Inkjet

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Pixma iP4920 (pictured) www.canon.com	3½	$100	snapshot, photo	7478

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Macworld HOT STUFF

What We're Raving about This Month



PhotoPresenter

For quick, high-quality slideshows, the $10 PhotoPresenter Mac app, from Boinx Software, is a fun and affordable tool that yields great results. Using one of its 36 themes and, if you like, a song from your iTunes library, the app takes your photos and creates an animated slideshow. When you export your project, you can make it into a screensaver, upload it to your webpage, or burn it straight to iDVD. If you create a project with a smart album in iPhoto, the slideshow you have on your iWeb site will change when your album does. This is a great way to keep an online portfolio up-to-date, or to share a steady stream of family photos. PhotoPresenter fully integrates with iPhoto '11, Aperture 3, and even Photo Booth. But you're not limited to Apple photo applications—PhotoPresenter can also import photos and export projects directly through Facebook or Flickr. The application's interface takes its cues from iPhoto and iTunes, making it easy to understand and use (boinx.com).—LAUREN CRABBE

Hungry Cat Camera Case

Your cat-loving friends will *paws* when they see your Hungry Cat camera bag. At 3 by 5 inches, these little bags are *purr*fect for most point-and-shoot cameras. The Hungry Cat not only protects your camera from *cat*astrophe, but also cleans the screen up *mice*ly with its soft wool interior. The cases cost $18 each, and every bag is handmade by Tokyoinspired—an Etsy vendor in Milan, Italy. They come in three colors: gray, black, and orange—just like real cats! But unlike real felines, these kitten-shaped camera cozies won't shed on your furniture (macworld.com/7481).—LAUREN CRABBE



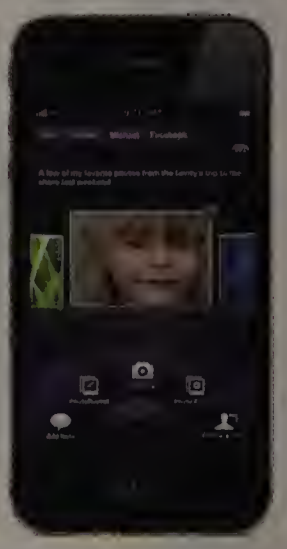
Pro Speed Belt

Think Tank's Pro Speed Belt is specially designed to give you easy access to your camera and lenses without adding weight to your shoulders. The adjustable black camera belt sits on your waist and is padded for comfort. Add gear to the belt by attaching one of the custom bags available from Think Tank. The belt has specific spaces for you to place your gear, but it also offers the option for rotating your equipment around the belt so you don't have to unstrap the camera bags every time you want to open one. The $40 Pro Speed Belt is perfect for photographers who want quick access to all of their lenses without digging through a backpack (thinktankphoto.com).—LAUREN CRABBE



PhotoRocket

When sharing a baby photo, there are a lot of things to consider. Your in-laws use a Kodak Pulse, your dad only knows how to open his email, and Grandma is a Facebook junky. The free PhotoRocket app can help. It lets you choose between sharing photos by email or on Facebook, Flickr, Kodak Pulse, Shutterfly, and Twitter accounts. It is available as both an iOS and a Mac app. It also hosts your photos so your friends can download them at full size (photorocket.com).—LAUREN CRABBE





RAIN BALLET WATERPROOF iPHONE 4 CASE

Turn your iPhone 4 into a waterproof camera with Joy Factory's Rain Ballet case ($50). It's not a general-use case—button access is limited and there is no dock availability—but it's great if you're going to the beach or the pool. Joy Factory's website doesn't explicitly condone diving with your phone in this case, but test videos have shown pretty high-quality underwater camera capabilities. Even if you don't plan on diving with your iPhone any time soon, it's a good case that can give you extra protection from water. It's ideal for taking photos on your rafting day trip or documenting the neighborhood kids' squirt-gun turf war—daytime activities where you hopefully won't (but probably will) get soaked (www.thejoyfactory.com).—LAUREN CRABBE

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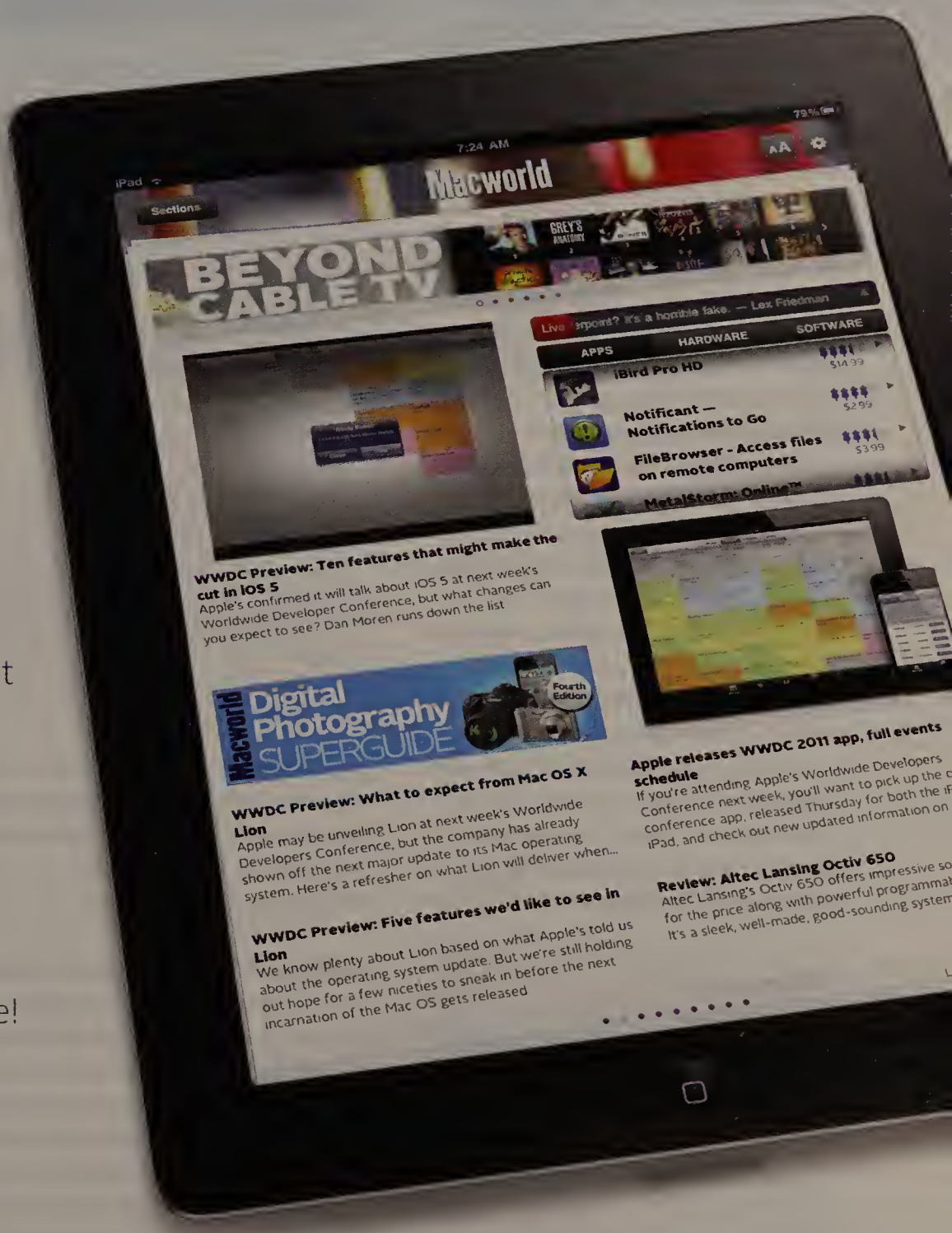
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Mac OS X Hints

The insider tips you won't get from Apple

BY LEX FRIEDMAN

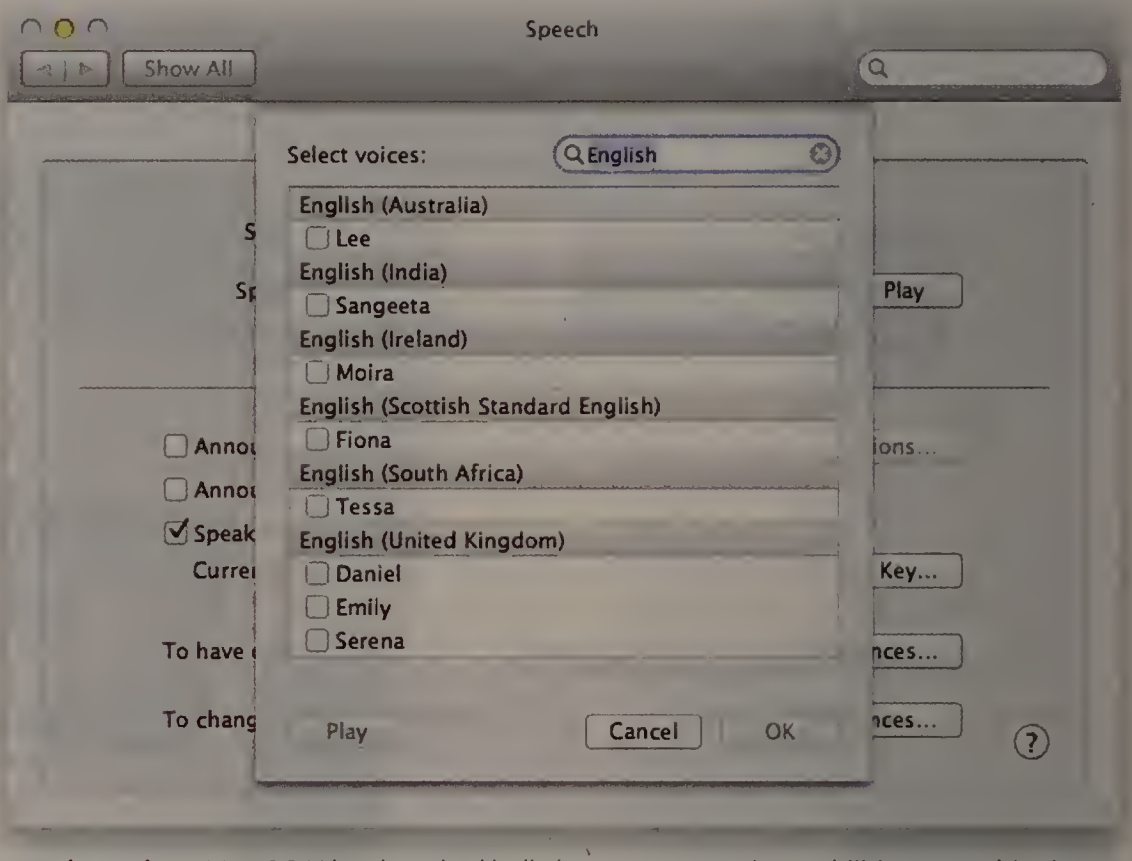
Add More Voices to Lion

Of course your Mac can talk. But did you know that it can do so with an Indian, Australian, British, Irish, or Scottish accent? Or that it can speak French, Japanese, and Chinese, among other languages? Here's how to implement Lion's new text-to-speech capabilities:

Launch System Preferences and go to the Speech pane's Text To Speech tab. Click on the System Voice drop-down menu and select Customize. You'll see a long list of voices, broken down by language and nationality. Click on one and press the play button to hear a preview. Click on the checkbox to add the voice to your System Voice options.

Many of these voices aren't installed on your Mac: When you select one that isn't, a yellow triangle appears next to it, indicating that it needs to be downloaded. (Warning: Some of the downloads are huge; in my testing, adding eight voices took up 4GB of my hard drive.)

Once you've selected a voice in System Preferences, your Mac can read text in some apps—in TextEdit, for example, highlight some text and select Edit ▸ Speech ▸ Start Speaking. Or in Terminal (/Applications/Utilities), you can use the `say` command, plus the `-v` switch, to run a script issuing a reminder each day at 5 p.m.: `say -v Sangeeta "Hey, it's time to go pick up the kids."`



Hearing Voices Mac OS X has long had built-in text-to-speech capabilities. But with Lion, its list of voices gets a whole lot longer. Some are built in; others need to be downloaded.

Take Control of Mission Control

Lion's Mission Control combines features from Snow Leopard's Spaces and Exposé, but makes them more usable. *Mac OS X Hints* readers have come up with two tips that make Mission Control easier to work with.

First, to help you distinguish virtual desktops from one another, specify a different desktop picture for each one. Launch System Preferences in your first desktop and choose Desktop & Screen Saver. Set the background image you'd like. Then enter Mission Control (by pressing Control-Up Arrow, using the three- or four-finger up-swipe, or clicking on the icon in your Dock). There, drag the System Preferences window from its current workspace to another. (If you haven't yet created a second desktop, drag System Preferences to the upper right corner of the screen when you begin the drag.) In the Desktop & Screen Saver pane, choose another desktop picture; it will appear on that second desktop only. Repeat this for your other workspaces. The different backgrounds will be saved after you restart.

A second *Hints* reader found an efficient way to switch desktops without exiting Mission Control. Say you're in Desktop A

Have a Hint to Share?

Navigate to MacOSXHints.com to submit it. This column was based on tips from Taldar Baddley, Carlos Buchart, Nathan Greenstein, Michael Johnson, and Richard Smith. Each month, the author of our favorite tip receives the *Help Desk* mug.



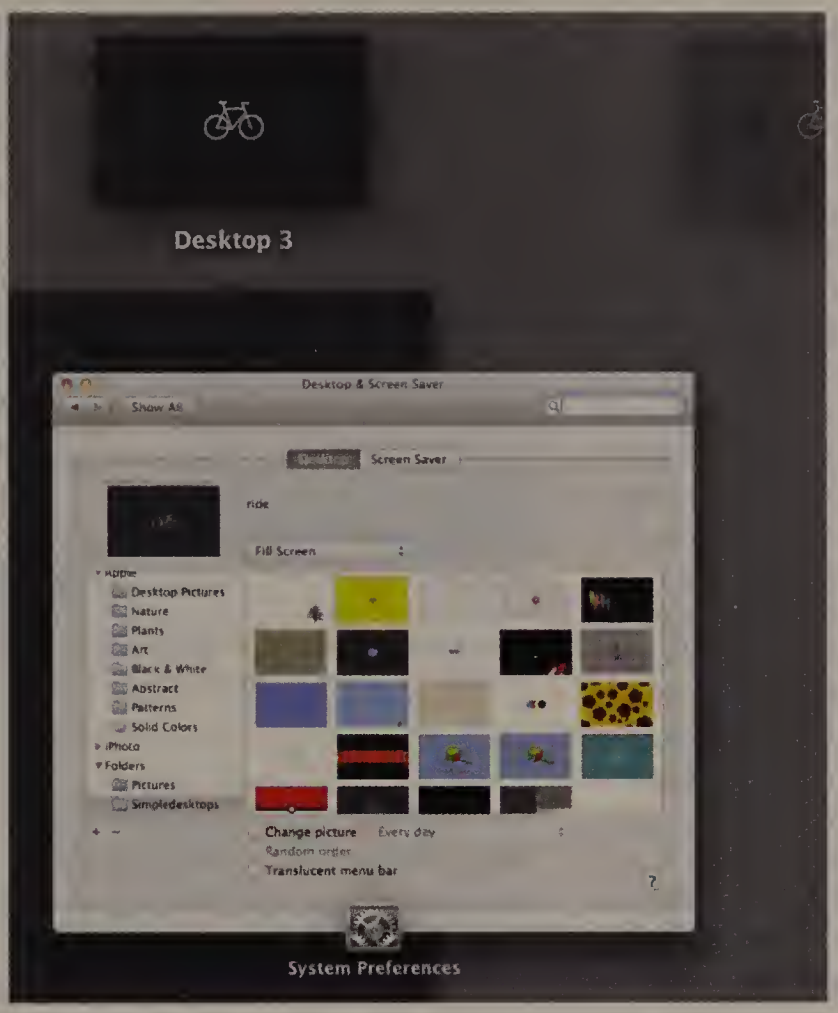
MUG PHOTOGRAPH BY PETER BELANGER

and you want to drag an app to it from Desktop B. Clicking on Desktop B would cause you to exit Mission Control and go to Desktop B. To avoid that, hold down the Option key when you click on Desktop B; that will open it within Mission Control.

Include Yourself in Conversations

In Lion, Mail's Conversations view combines messages on a single thread into a unified chronology. But by default, those conversations don't include messages that *you* send. It's not hard to change the default behavior, though.

Open Mail's preferences (Mail ▸ Preferences or ⌘-comma [,]). Click the Viewing tab. In the View Conversations section, check the box for Include Related Messages. That's it. While you're there, you can adjust some other Conversations settings, including a preference to put the newest message in a conversation at the bottom instead of at the top, to make reading through an entire thread much easier.



Customize Your Desktops To make it easier to distinguish Mission Control workspaces, give each one a different background.

Make Mail Icons Bigger

Lion's Mail has a revamped sidebar, but some of us aren't thrilled about it: In it, mailbox icons display larger than we'd like. You can adjust the size of the icons—but the workaround isn't intuitive:

Launch System Preferences and choose General at the top left. In the middle of the preference pane is an option named Sidebar Icon Size; you can choose Small, Medium, or Large. Whichever icon size you choose there will show up not only in the Finder's sidebar but also in Mail's. (Other application sidebars, like the one in iTunes, ignore this setting.)

Turn Off Resume in Some Apps

When you quit and then relaunch an app in Lion, the operating system's new Resume feature automatically reopens every window that was open at the time you last closed the app. Sometimes this is great; for example, you can resume working in Microsoft Word right where you left off. Other times, though, this behavior is annoying: You don't necessarily want to reopen all 12 PDFs that you were looking at the last time you used Preview.

You could turn the feature off altogether by going to the General system preference and deselecting Restore Windows When Quitting And Re-Opening Apps. But if you'd like to resume some apps but not others, you can take a more selective approach. When you quit an app whose windows you don't want Lion to remember, hold down the Option key. That turns the Quit command into Quit And Discard Windows—which does just what the name implies. (If you'd prefer that a specific app *never* restore its windows automatically, check out the Terminal trick in this month's feature, "Lion Territory," page 36.)

One more Resume tip: If you leave Restore Windows When Quitting And Re-Opening Apps enabled in System Preferences, you can also enable the Restart Automatically If The Computer Freezes setting in the Energy Saver preference pane. Combining that setting with Resume means that, if your Mac crashes, it'll revive itself, with all your windows in place, just as they were before the crash. (Some open windows—for example, webpages of sites for which you need to sign in—will require that you log in again before they'll reopen.)

Open Terminal in a Specific Folder

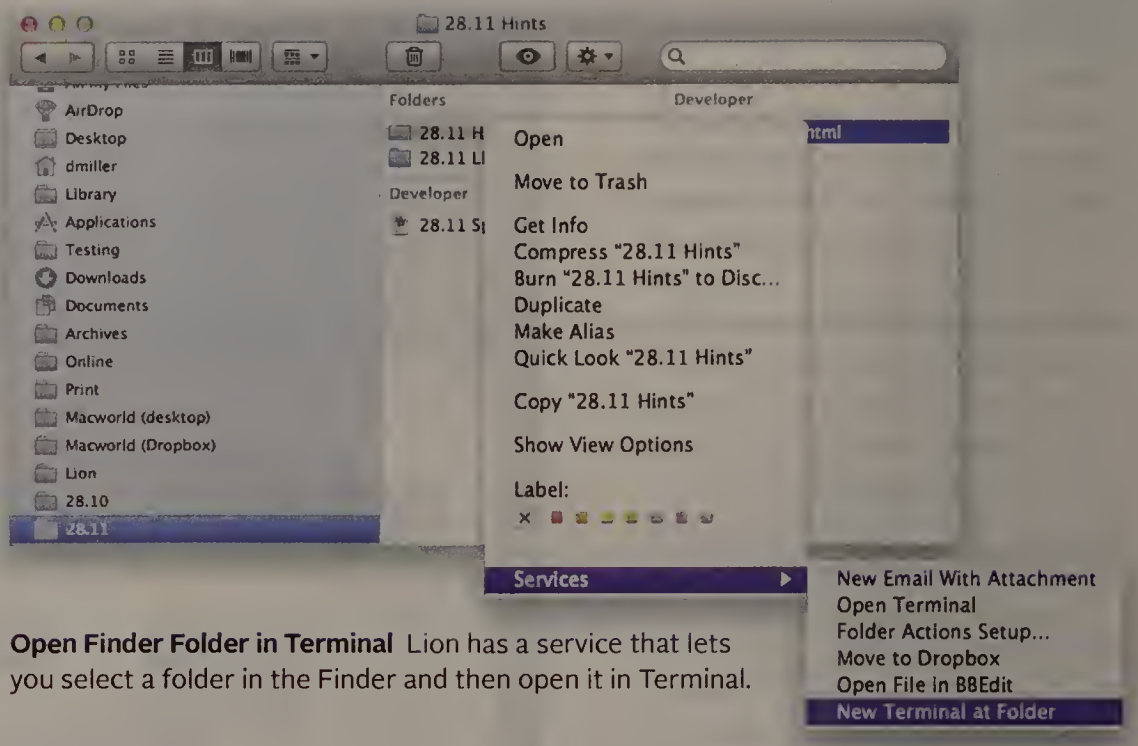
By default, Terminal opens with your user folder as the current directory. Over the years, there have been several ways to make Terminal open in a different folder; Lion makes doing so much easier.

Open the Keyboard pane in System Preferences and then click the Keyboard Shortcuts tab. Find the Services section in the left column, and then scroll through the column on the right until you find Files And Folders. There, you'll see a New Terminal At Folder service. Place a checkmark next to it; if you like, you can also assign it a keyboard shortcut.

That done, go to the Finder and Control-click (or right-click) on any folder. Open the Services submenu; your newly enabled service should appear at the bottom of the list. Select it, and Terminal should open with your selected folder as the current directory. Note that this won't work on folders in the Finder sidebar or on aliases; in those cases, you must select an actual folder or file.

Resize Pages in Full-Screen Safari

When you use Safari in Lion's full-screen mode, some webpages can look stretched out: Many sites aren't designed for the full width of your monitor. But you can resize a webpage's width while you're in full-screen mode. To do so, move your mouse all the way to the left or right edge of the page. (This can be tricky if you have a second monitor; you need to make sure that you get the cursor to the edge of the full-screen page without letting the cursor jump to your adjacent screen.) Once the cursor changes from the traditional arrow to a horizontal resizing pointer, click and drag to shrink the page's width. The new width will be set only for the current tab in the current window—every other tab and window will retain its current width.



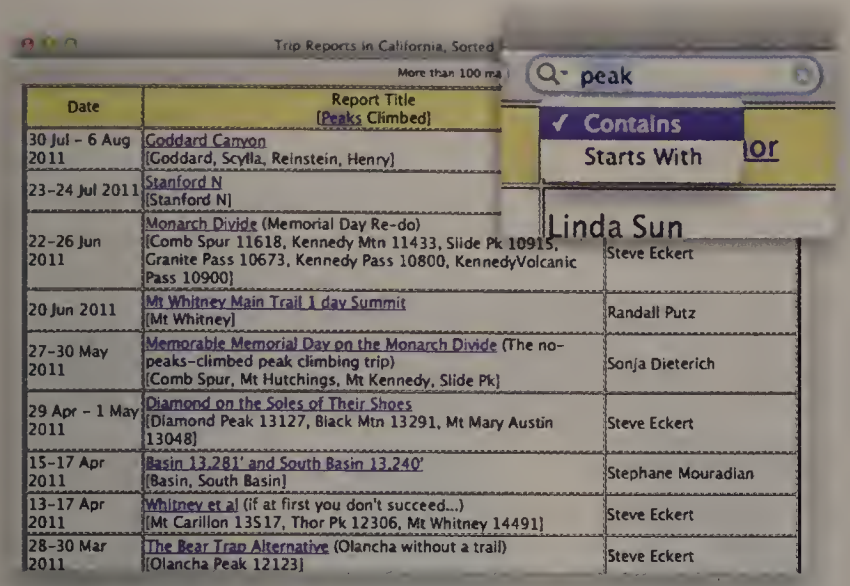
Open Finder Folder in Terminal Lion has a service that lets you select a folder in the Finder and then open it in Terminal.

Search for Substrings in Safari

Blogger Pierre Igot was frustrated with the search behavior in Lion's Safari. In Snow Leopard's Safari, if you pressed ⌘-F (or selected Edit ▸ Find) and then entered a string of text, the program would find any instance of that text in the current webpage—whether it was a whole word or just part of one. But in Lion's Safari, search doesn't work that way: It matches strings that are whole words or that appear at the beginnings of words, but it doesn't find them *within*







Safari Substrings When you search for text in Safari, you can opt to look for words that either contain the search term or begin with it.

words. For example, searching a story I'd written for the string `man` in Snow Leopard would find my last name in the byline; in Lion, by default, it doesn't.

Fortunately, some of Pierre's readers came up with the solution. As it turns out, Safari in Lion offers finer-grained controls for setting the search scope. Once you've pressed ⌘-F to initiate a search, you can click the magnifying glass within the search box to expose a small menu. From the menu, you can choose between Contains or Starts With.

Starts With, the default option, matches substrings only when (as the name suggests) they start words (that includes cases in which the string matches the entire word). The Contains option does what the name implies, thus giving you the functionality you had in Snow Leopard: It finds substrings regardless of where they occur in a word.

Make Contains the default option by opening Terminal and entering `defaults write com.apple.Safari FindOnPageMatchesWordStartsOnly -bool FALSE`, pressing Return, and then relaunching Safari.

Silently Set an iPhone Alarm

It's late at night, your spouse is asleep, and you realize you forgot to set your iPhone's alarm to wake you the next morning. It's easy enough to launch the Clock app and schedule an alarm. But will it be the alarm sound you want? You could tap one of the available alarm sounds, but that would make the iPhone play the sound—in other words, your alarm would go off.

The secret to keeping the peace and quiet is to double-tap the alarm sound. Doing so will select the sound without auditioning it first. And that should let everyone sleep better.

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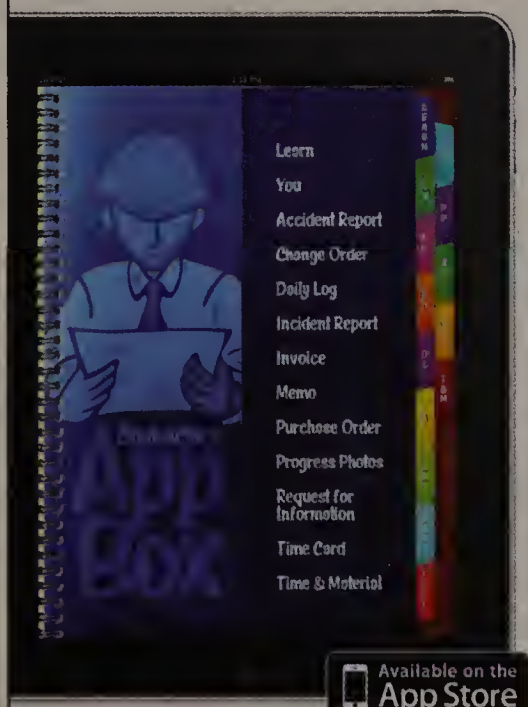


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Mac 911

Solutions to your most vexing Mac problems

BY CHRISTOPHER BREEN

Tag and Restrict Movies

Q: I've ripped some of my DVDs so that I can watch them on my iPad and Apple TV. I have children, and some of these movies are rated PG-13 and higher. Is there a way I can make them available for grown-ups to view but not for kids?

Art Miller

A: This is a two-step process. The first step is tagging your movies with a rating—G, PG, PG-13, R, or NC-17. Once you've done that, you'll want to turn on parental controls on your iPad and Apple TV so that, left to their own devices, the kids won't be able to watch any movies that bear certain ratings—PG-13 and above, for example.

To tag your movies, download a copy of Damiano Galassi's Subler (payment requested; code.google.com/p/subler), a terrific tool for adding tags to your movies and TV shows. Choose File ▸ Import ▸ Search Metadata Online, and Subler will attempt to download the correct metadata (including the rating) and add it to your movie (see "Obtaining Movie Metadata"). Save your work and then choose File ▸ Send To iTunes. iTunes should acknowledge the tags when you next select the movie.

Now move to the iPad. Launch Settings, choose General, and tap Restrictions. Tap Enable Restrictions at the top of the screen, and enter and confirm a four-digit passcode. In the Allowed Content area, tap Movies and tap the highest rating you're willing to allow—PG, for example. Do this, and any movies that have a rating of PG-13 or higher won't be visible on the iPad until you change the restriction or completely turn restrictions off.



Obtaining Movie Metadata Subler can help you tag your movie files with ratings, thus making it easier to keep kids from watching those you deem inappropriate.

On an Apple TV, go to Settings ▸ General ▸ Parental Controls. In the Parental Controls screen, select Turn On Parental Controls and press the Apple Remote's Select button. Again enter and confirm a four-digit passcode. Scroll down in the resulting screen to Restrict Movies To and press the remote's Select button until you see the rating you want to restrict movies to. Unlike with the iPad, you'll still see the titles of movies that are synced to the Apple TV, but you'll be able to play them only by entering the four-digit passcode.

Limit Your Kids' Internet Access

Q: I have two teenagers, and I sometimes need to control their Internet access. For example, child 1 might be limited to using the Internet for two hours in the afternoon and one in the evening. Child 2 might have unlimited access to the Internet until 10 p.m., and then none until eight the next morning. Of course my own access should continue uninterrupted. Is there a way to do this with their devices—Macs as well as iOS devices?

Vance Makin



Have a Problem?

Go to the Mac 911 forum (macworld.com/2467) to ask about your misbehaving Macs and applications.

A: The Parental Controls system preference may seem like the perfect fallback for the Mac, but in your case it's not. Parental Controls limits access to the Mac entirely rather than simply limiting Internet access. For the Internet, your fallback plan is your router. Most routers allow you to limit access based on a device's MAC address. It works this way on an AirPort Extreme base station:

Launch AirPort Utility, select your router, and click the Manual Setup button. Select the AirPort tab at the top of the window and click the Access Control tab. From the MAC Address Access Control pop-up menu, choose Timed Access. This is where you begin setting up limits.

Click the plus-sign (+) button at the bottom of the pane, and in the sheet that appears enter the MAC address for the devices you want to limit. On an iOS device, you'll find this address by choosing Settings ▸ General ▸ About and locating the Wi-Fi Address Entry. On a Mac, hold down the Option key and select System Profiler (Snow Leopard) or System Information (Lion) from the Apple menu. When System Profiler appears, select Network and then, in the Active Services column to the right, select AirPort. Search for the MAC Address entry in the results below.

Once you've entered the MAC Address, give it a description ('Billy's iPhone,' for example). Now configure the pop-up menus below. Here you can choose time limits that include No Access, Mondays, Tuesdays, Wednesdays, Thursdays, Fridays, Saturdays, Sundays, Weekdays, and Weekends. Click the plus-sign button in this sheet, and you can add more entries—you can, for example, include two entries for each weekday. Click Done when you're finished, and click the Update button to do just that. The router will block access except during the hours allowed.

Killing Lion's Autocorrect

Q: I upgraded to Lion when it first came out, and the feature I like least is autocorrect. When typing, my Mac routinely corrects my spelling and often inserts incorrect words. How do I turn this feature off?

Via the Internet

A: Helpful as I find autocorrect on my iOS devices—where typing is tricky because of the devices' smaller keyboards that don't give physical feedback—I find it distracting on my Mac. I can offer a bit of welcome news for people who don't care for this feature—not all applications support it and, for those that do, it can be turned off.

To do so, launch System Preferences and select the Language & Text preference pane. There, select the Text tab and disable the Correct Spelling Automatically option (see "Uncheck Autocorrect"). Note that any applications currently open that support autocorrect will continue to correct your spelling and suggest words to you. To prevent them from doing this you must quit the applications and relaunch them. Then autocorrect will be disabled.

A Personal Lion Upgrade Plan

Q: I'm planning to buy Lion and was curious about what pros like you do when you install a new operating system like this.

David Mitchell

A: Every Mac user—"pro" or otherwise—is different, and we all develop certain work habits. Some things I'd change might be features you

Bugs & Fixes BY TED LANDAU

Mac OS X Lion, like all new operating systems, has its share of bugs and incompatibilities. Here are some of the more notable ones that I have uncovered.



Microsoft Office Issues Microsoft Office 2004 for Mac will not run at all in Lion, but people with Office 2008 and 2011 aren't completely off the hook. A Microsoft support document reveals a few Lion incompatibilities with even the latest versions of its Office software. The major symptom is that "Communicator for Mac crashes when you send an IM or start an audio/visual call." An updated version that addresses this issue is expected soon. Other symptoms cited in the article include: (1) redraw and link problems with Reference Tools; (2) invisible data labels in Chart; and (3) Equation Editor not working correctly. Microsoft promises an update to Office in the next few months that will add support for Lion's Auto Save, Versions, and full-screen features.



Graphics Card–Related Kernel Panics and Black Screens on MacBook Pros MacFixIt notes a graphics-related bug that appears to be specific to MacBook Pro models with Nvidia graphics cards. The symptom is a frequent crash resulting in a kernel panic. MacFixIt suggests the cause may be related to another symptom where a MacBook does not wake up from sleep and keeps displaying a black screen. Again, an Apple Support Communities thread confirms that the issue is affecting numerous users and that Apple is looking into a solution.



HDMI Loss A *Macworld* reader alerted me to a problem in which HDMI fails to work after a Lion upgrade. Confirming this, an extended Apple Support Communities thread starts out: "I just installed Lion on my Mac mini and my TV no longer receives a signal over HDMI." A few workarounds are suggested, such as removing and reinserting the plug, but the likely best solution is to upgrade to OS X Lion 10.7.1. The HDMI bug is listed as one of the things fixed in the update.

Senior Contributor **Ted Landau** is the founder of MacFixIt (www.macfixit.com). Share your problems at bugs@macworld.com or on Macworld.com's Mac 911 forum.

ICONS BY PAUL HOWALT

love. With that in mind, these are the things I generally do in the first several minutes after updating:

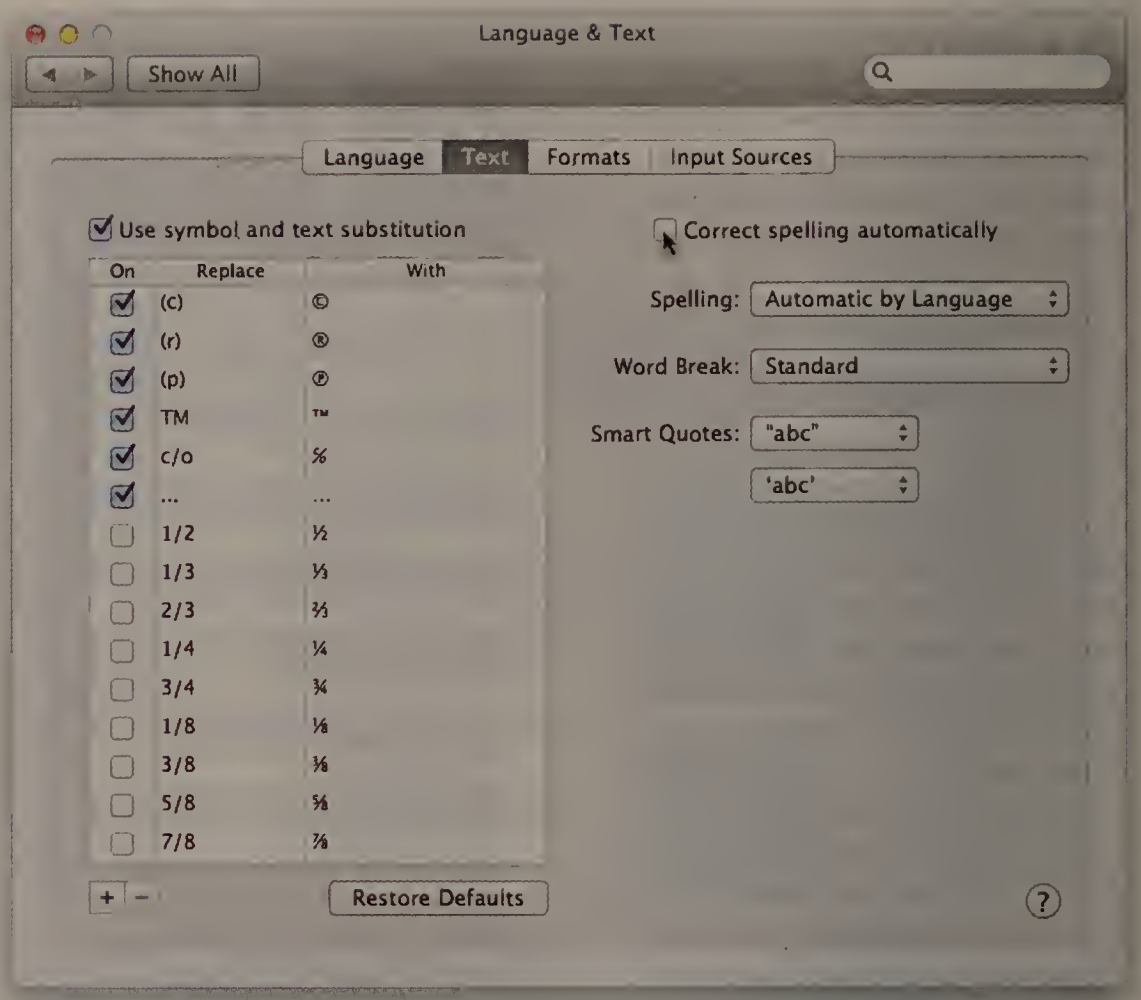
Run Software Update Apple often releases patches and updates with new OS versions. To make sure my OS and Apple applications are as up-to-date as possible, I run Software Update (available from the Apple menu) immediately after updating.

Kill the Translucent Menu Bar I've never grown fond of the thing. To restore the menu bar to its time-honored off-white hue, open the Desktop & Screen Saver system preference, select the Desktop tab, and disable the Translucent Menu Bar option.

Maintain Scroll Direction I do most of my pointing-and-clicking with a mouse rather than a trackpad. I understand why Apple changed the direction for scrolling with a trackpad—it truly is a natural extension of the feel of the iOS—but that scrolling style makes no sense to me when I'm using a mouse with a scrollwheel. For this reason, I make sure the Move Content In The Direction Of Finger Movement When Scrolling Or Navigating option is unchecked in the Mouse system preference.

Make Dock Folders Useful Another Apple design decision that I never cottoned to is the way the Documents and Downloads folders (stacks) are displayed in the Dock. I generally have a lot of files in these folders, and the Fan and Grid views are a poor way to display them. Instead, I Control-click (or right-click) on these stacks and display them as folders in List view.

Hide the Dock I rely on utilities such as TLA Systems' DragThing (www.dragthing.com) and Objective Development's LaunchBar (www.obdev.at) to navigate to my files, so I rarely need to see the Dock. I select Dock from the Apple menu and choose Turn Hiding On.



Uncheck Autocorrect Take a trip to the Text tab of the Language & Text system preference to disable Lion's automatic spelling corrections.

Search for System Files Under Lion, the Finder's search window still won't search for files in the System and Library folders by default. I often muck around in these folders and want the Finder's search function to as well. To make that happen, I press ⌘-F in the Finder to bring up a search window. From the Kind pop-up menu near the top of the window, I select Other. In the sheet that appears, I enter System in the search field. I then tick the In Menu checkbox next to the System Files entry that appears in this window, so that I have the option to easily search for files that appear in System and Library folders.

Tweak the Sidebar Apple's collection of sidebar items—Applications, Desktop, and Documents, for example—are a start, but they're hardly the be-all and end-all of sidebar shortcuts. I always drag my user folder and the Drop Box folder within the Public folder into the sidebar.

ICON BY PAUL HOWALT

MAC 101

The Workings of a Stationery Pad

Q: Can you tell me what the Stationery Pad option in a Finder's Get Info window does? I've always been curious, but I can't figure it out.

Jake Tesler

A: The Stationery Pad is a way of creating a template document. For example, create a blank TextEdit document, save it to the desktop, select it, press ⌘-I, and enable the Stationery Pad option. Double-click on the document, and you generate a copy of it, complete with all of the original document's content. The original file remains untouched.

You can enable this option with any file type, but of course it's not useful for all files. For example, it doesn't do you a lot of good to save most image and movie files as stationery pads.

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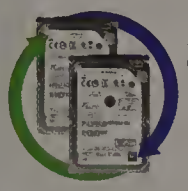
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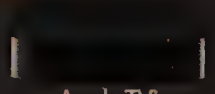
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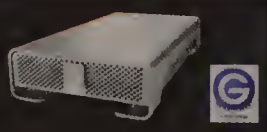
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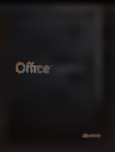


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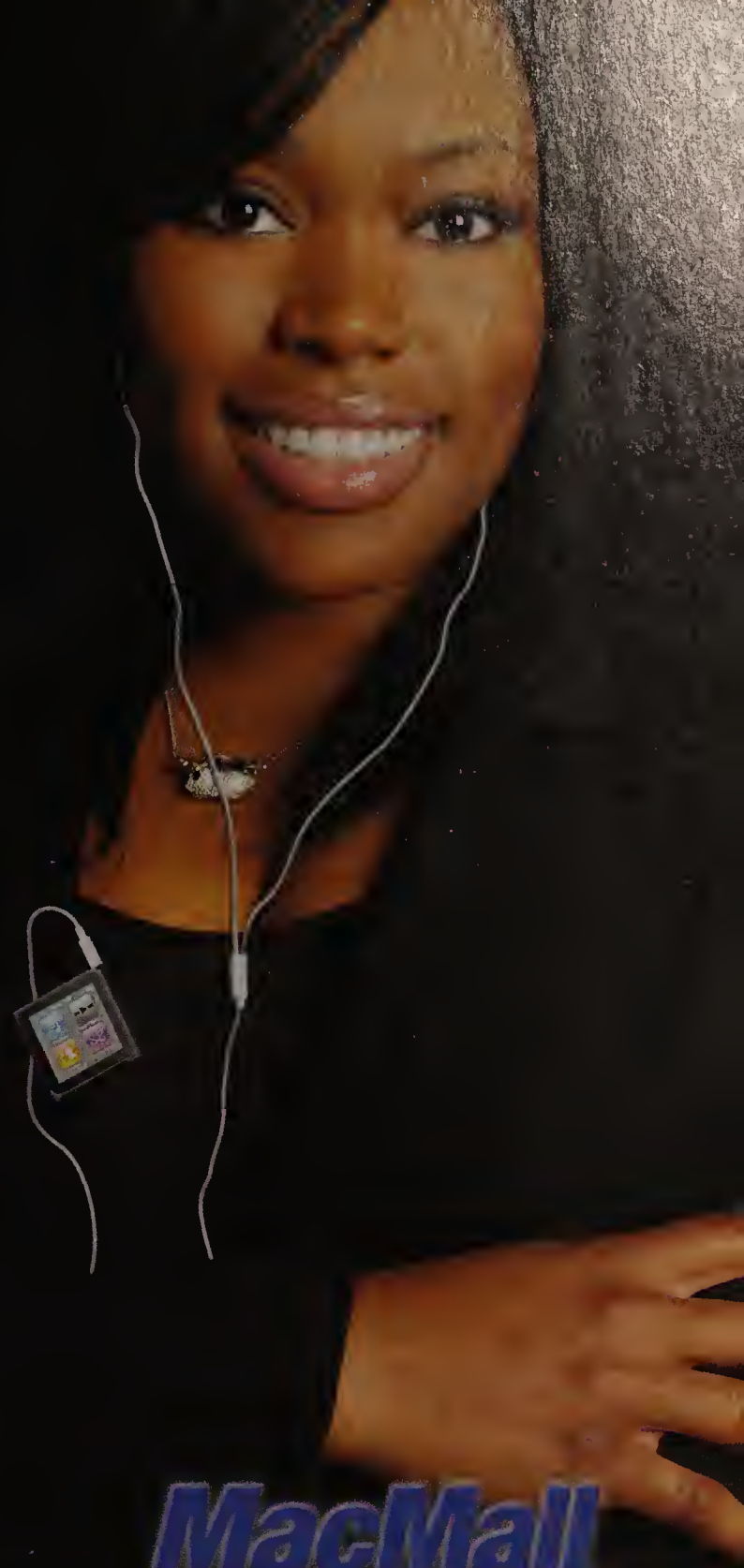
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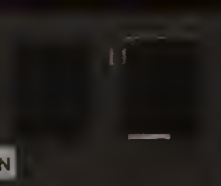
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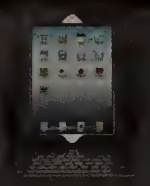
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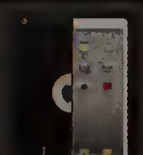
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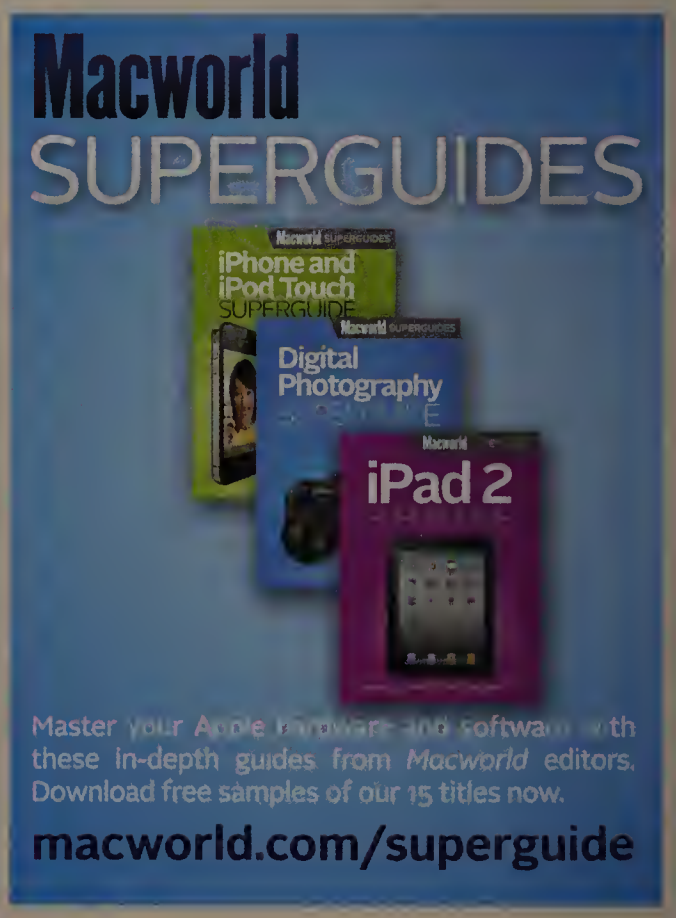
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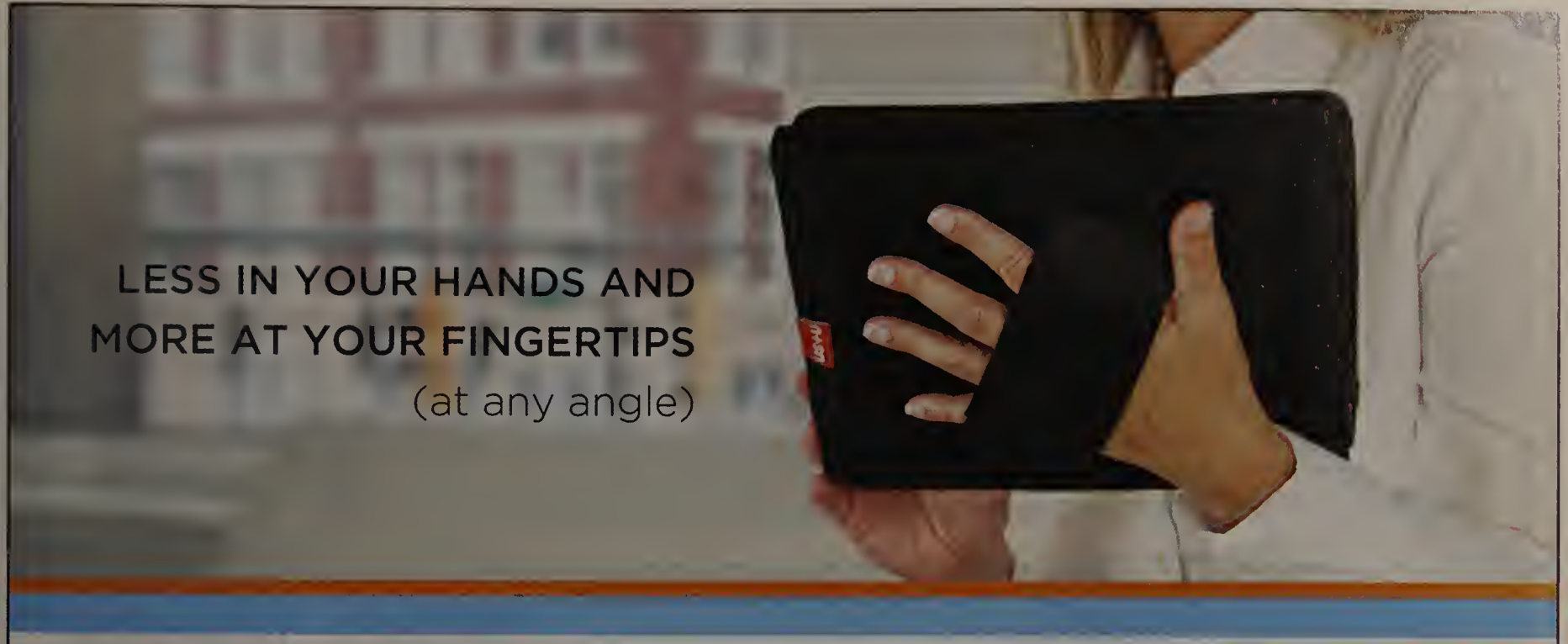
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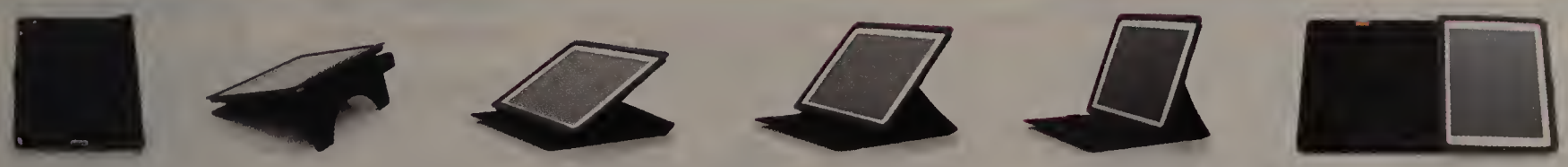
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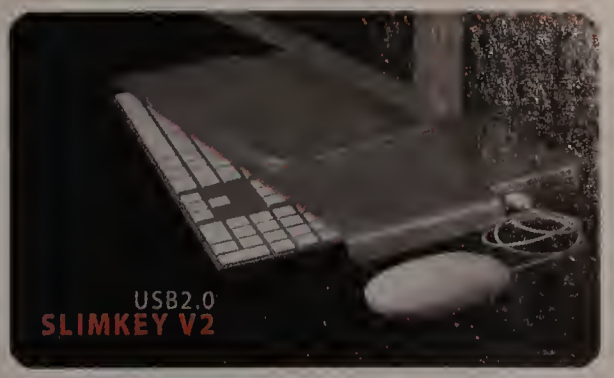
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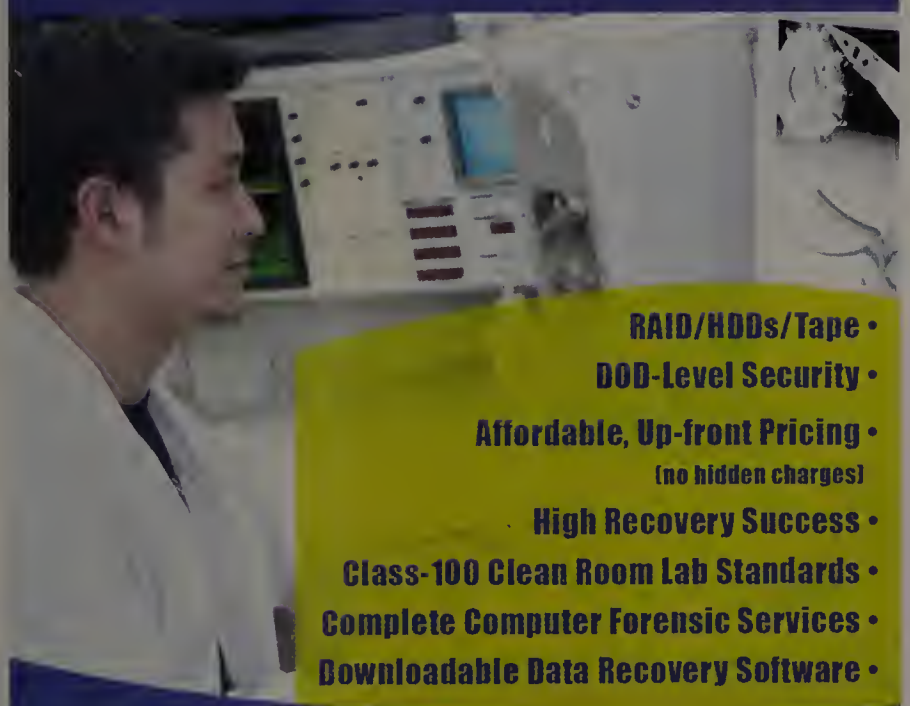
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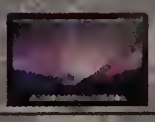
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SPOTLIGHT By John Gruber

His Greatest Creation

Steve Jobs's most important legacy isn't any one product. It's the company he rebuilt.

It was a quiet Wednesday afternoon in late August. Then my Twitter feed erupted: Steve Jobs had resigned as CEO of Apple. News breaks fast on Twitter—it was an hour before Apple would post his resignation letter on the company website, and the major news outlets hadn't yet posted the news.

As I flipped around the Web, seeking confirmation of the then-minutes-old news, I repeatedly encountered—and bridled at—the use of the adjective *shocking* to describe the announcement. But as I gathered my thoughts, I realized that my initial resentment was unwarranted. Though this announcement did not come from out of nowhere, and was not even unexpected—we could all see this was coming—it *was*, still, a shock. When I saw the first headline, my nervous system took a jolt. It was that sort of news.

The Irreplaceable Man

Jobs has steadfastly maintained his privacy regarding his health. One effect of that silence, though, is that it offered all of us on the outside a ray of hope. Hope that, once again, he would rebound from what ails him. Hope that his medical leave would end with a different announcement—that he was returning to the job full time. In the absence of information, why *not* hope for the best?

But that was not to be.

The thing to keep in mind is this: Apple today, next month, and even next year is very nearly the same Apple it was yesterday, a month ago, and last year. Though Tim Cook wasn't named CEO until August 24, 2011, he's been the top executive at the company since Jobs started his third medical leave back in January, and probably even before that. And Jobs's role going forward will likely be the same one he has been playing for some time now; only the title has changed.

How do you replace the irreplaceable man? Exactly the way we've seen events unfold: an open-ended medical leave, where Jobs retains the CEO title; a continuation of strong new products, including a major improvement to the iPad, the device that is upending the entire computer industry; the ceding of day-to-day operations and leadership to Tim Cook, his right-hand man and chosen successor; and during public product announcements, ever-larger roles for top product-focused lieutenants like Phil Schiller, Scott Forstall, and Eddy Cue.

That shift wasn't something you could see or hear from the audience during this year's Worldwide Developers Conference keynote, but it was something you could *feel*. Midway through, I tweeted: "He's here, but this is the first post-Steve keynote."

Jobs's Greatest Creation

This is not to say that Steve Jobs will not be missed as CEO. "The future's uncertain, and the end is always near," sang Jim Morrison. That's true for Apple now, but it was always true, even with Jobs at the helm. Is the company's foundation built upon one man, or upon that one man's ideals? is the question Apple faces going forward.

Is the company's foundation built upon one man, or upon that one man's ideals?



I say not only *can* Apple thrive going forward, but doing so is the entire point of the company Jobs rebuilt over the last 15 years. Apple's products are replete with Apple-like features and details, embedded in Apple-like apps, running on Apple-like devices, which come packaged in Apple-like boxes, are promoted in Apple-like ads, and sold in Apple-like stores.

The company is a fractal design. Simplicity, elegance, beauty, cleverness, humility, directness, truth. Zoom out far enough, and you can see that the same things that define Apple's products apply to Apple as a whole. The company itself is Apple-like. The same thought, care, and painstaking attention to detail that Steve Jobs brought to questions like How should a computer work? and How should a phone work? and How should we buy music and apps in the digital age? he also brought to the most important question: How should a company that creates such things function?

For a company of its size, Apple is a remarkably simple and well-structured organization. Or, perhaps better put, a well-*designed* organization, one that fosters collaboration and innovation.

Jobs's greatest creation isn't any Apple-specific product or products. It is Apple itself.

Jobs's resignation as CEO is just one more step, albeit a big and sad one, in a long-planned and orderly transition—a transition that no one wanted but that could not, alas, be avoided. And as ever, he's doing it in his own way, on his terms.

So it goes.

John Gruber is the author of Daring Fireball (daringfireball.net).

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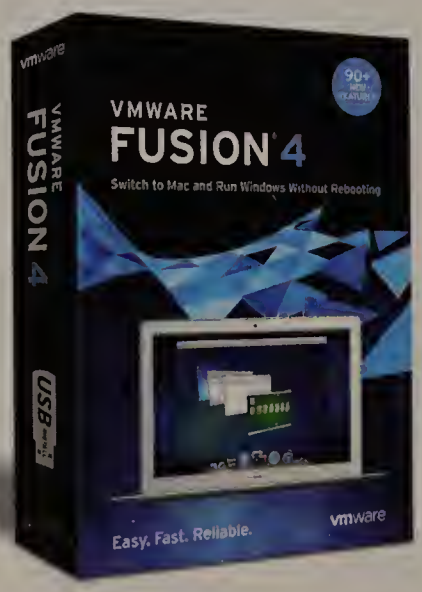
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